

# PRINTERS' INK

Registered U. S. Patent Office  
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185 Madison Avenue, New York City



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10c A COPY

B. A. I. S. 1927 with N. W. Ayer & Son

## *Caterers to cows and chickens*

THE Ubiko Milling Company of Cincinnati have been barn-yard caterers for twenty-five years. Their "UNION GRAINS" is the first ready-made dairy ration ever sold to dairymen and farmers.

As science has discovered more and more about the proper diet for cows, under any and all conditions, "UNION GRAINS" has been improved and other dairy feeds have been added to the Ubiko menu.

Last summer we were commissioned to tell the farmers and dairymen of America the profit-making story of "UNION GRAINS" and Ubiko Poultry Feeds.

This advertising, a pleasant departure from stereotyped feed selling, is arousing unusual comment among the trade and among dairy and poultry men. The reason is simple enough. It has been prepared under the supervision of our Agricultural Bureau whose thorough familiarity with dairy and poultry husbandry makes their advice equally valuable on the farm, in the manufacturer's laboratory, or from the lecture platform of the Agricultural College.



**N. W. AYER & SON**  
ADVERTISING HEADQUARTERS, PHILADELPHIA  
NEW YORK BOSTON CHICAGO SAN FRANCISCO



**"Dun's book Lists 2,100,000 businesses—only 26,000 have a rating over \$75,000. These 26,000 do 80% of the country's business."**

—Extracted from "Bigger and Better Business," in March "Magazine of Business."

**THOMAS' REGISTER  
PAID SUBSCRIBERS**

"Over \$10,000,000" class

**More than 850**

"Over \$1,000,000" class

**More than 3000**

"Over \$100,000" class

**More than 8000**

Some use one Edition for two or more years.

This is not **merely distribution**—each of them wanted it, ordered it and paid for it.

**Send for A. B. C. report**

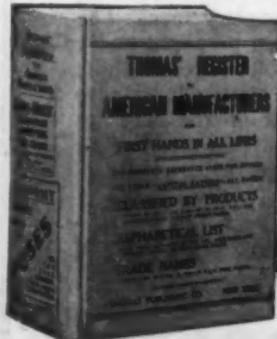
**THOMAS' REGISTER**

**A National Guide  
for all Purchasing  
Activities**

Serves Executives, Purchasing Departments, Engineering Departments, Laboratories, Foremen, Superintendents and all others having to do with buying or specifying, U. S. and abroad.

Aims at 100% completeness, regardless of advertising, and is not distributed free.

High efficiency organisations require equipment that is superior to anything in the "free of charge" class. Thomas' Register, the only Paid Circulation Purchasing Guide, supplies their requirements.



**A. B. C. MEMBER  
PAID CIRCULATION**  
The only one in its field.

**THE BUYERS MASTER KEY  
TO ALL AMERICAN SOURCES OF SUPPLY**

4500 Pages 9x12—\$15.00

Complete—Lists all non-

advertisers as well as advertisers.

THOMAS PUBLISHING COMPANY, 461 Eighth Ave., New York

**"Out of Thomas' <sup>Often</sup> Means <sup>Means</sup> Out of Sight"  
AT THE BUYING MOMENT**

# PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXLIII

NEW YORK, APRIL 12, 1928

No. 2

## The Magic Formula of Sales Success

Some Sure-Fire Methods of Turning Interviews into Orders

By W. L. Barnhart

Resident Vice-President, National Surety Company

WHEN I began to declare five years ago, in speeches before sales managers' associations and similar groups, that there *is* a Magic Formula of Sales Success, this statement was met with frank incredulity—at times with open derision.

"I have no use for the word 'magic' in connection with anything pertaining to selling," wrote a well-known sales manager. "Nor do I have any patience with the type of instructor who tries to work out a formula for selling, because, as every old-timer knows, selling things is not a matter of formula, but each sale forms an individual problem of its own."

My sales manager friend probably expressed the opinion of nine sales managers out of every ten, for the thought that making sales can be reduced to a formula of mathematical precision is certainly far from the mind of the average sales manager. That there can be a "magic" method which will insure success every time it is invoked seems absolutely unthinkable.

Yet, after five years of proclaiming this doctrine before all sorts of gatherings of salesmen and sales managers; after five years of testing out this formula under all sorts of actual conditions of selling; after five years of contact with hundreds of top-notch salesmen, whose methods I have

analyzed and checked up with this formula; after five years of reading and study, intensely concentrated upon this and allied subjects, I am even more positively convinced that there *is* a Magic Formula of Sales Success, which will give results, in orders properly taken, signed, sealed and delivered, wherever the formula is honestly and fully applied.

Yes, I *know* that there is a Magic Formula of Sales Success—a set of definite factors which will assure sales in satisfactory volume—just as surely as two and two equal four.

But before giving you that formula which has been worked out, let us go back a bit and see what led up to the discovery of the Magic Formula. It all grew out of my own experiences as a personal salesman and later sales manager, when for ten years I made a tolerable sort of living selling things and hiring others to sell them for me. I had a good article for which there was considerable demand and as long as "conditions" were all right, everything seemed rosy, and I actually believed myself to be quite a sales manager and a remarkable personal salesman.

Then came another set of "conditions" when sales were hard to get and our volume dropped off to almost nothing. I told myself that nobody could do any business

under such "conditions" and promptly resigned to go into another line. But my successor, despite "conditions," did *three times as much business* as I had ever done in my best year. As for me, I went from one thing to another, my sales records growing steadily worse and worse.

Finally it dawned on me that there was much in salesmanship of which I had never dreamed, even in the old days when I had called myself a sales manager and operated a force of five salesmen, ordering goods by the carload.

What I had not till then realized—and what some sales managers never seem to realize—is that big orders may not mean any superior salesmanship. They may mean, as in my case, that a demand exists for a good product and that enough buyers will place orders, despite poor salesmanship, to keep the factory reasonably busy when "conditions" are good.

But when "conditions" turn bad, then it takes real salesmanship to sell even the best product in the world.

So I made the alarming discovery that despite my ten years of calling myself salesman and sales manager; despite the carload orders of which I had once been so proud; despite the fact that I had been making a sort of living by my sales and by my direction of the selling of others, I really knew almost as little about real salesmanship as my little daughter who was just starting in the first reader class in school.

Then for the first time I began really to study my job. I read every book I could get hold of. I buttonholed every successful salesman I knew. I sought luncheon engagements with lecturers, psychologists, sales trainers. I subscribed to both the PRINTERS' INK publications and all the other business papers, which I read with avidity.

I built up one theory after another, tested each out by my own experience and that of the salesmen under my direction and my friends who were selling. Some theories were quickly discarded.

Others seemed for a time to be true, but later proved fallacious. Always, ever, my search was something *absolute*, something that could be depended upon to yield the right answer every time.

We must turn to mathematics when we want to illustrate an exact science, in fact I have heard it said that mathematics is the *only* exact science. So the perfect number 10, the basis of the decimal system, can be obtained by adding together two plus two plus two plus two plus two. The answer will always be ten, whether the twos you add are millions of miles, or millionths of an inch; whether they be elephants, or apples or pears. No matter what the denominations in which you do your sums, you will always get the right answer "ten," if you have added in the five twos; and if you fail to get the answer "ten," it surely indicates that one of your "twos" is only "one and a half" or "one and three quarters."

It was such an absolute formula of salesmanship I sought, one that would hold true regardless of whether the salesman was doing his problem in adding machines, or soda biscuits, in city lots or silk socks. I wanted to capture and catalog the factors which would add up to give the right answer, which, as any salesman knows, is an order—an order every time.

Finally, after months of study and analysis this Magic Formula of Sales Success was borne upon my consciousness—the five really essential factors which will add up to the right answer, an order, every time they are applied in full strength and absolute quality.

Of course there is more to salesmanship than can possibly be expressed in any five factors, but if these five are present in full capacity, all the other things will take care of themselves. The first factor and the indispensable foundation for every sale is—

(1) *Absolute knowledge on the part of the salesman that the prospect needs the goods and can profit greatly by purchasing them.*

It is obvious that if the prospect realized his need for the goods the

# Which?

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*a larger advertising appropriation  
or more return  
for every dollar spent?*

From 1914 to 1925 the number of advertising dollars spent per family has *more than tripled*.\* An astounding growth for one industry! But let us remember that limitations to this progress are bound to manifest themselves. The mounting total of advertising cannot continue for long to outstrip both national income and the value of goods to be sold. As a matter of fact, there is already clear evidence that manufacturers of certain classes of products are feeling the strain of increasingly large appropriations caused by the keenness of present-day competition.

Under such stress many an executive has come to see advertising in its true light. Not as an independent something *called in* to bolster up an older and overtaxed sales plan. Rather as an integral part of his individual business—a marketing force to be governed and directed according to the same rules of economy and efficiency that apply to any other part of his enterprise.

\*Newspaper, magazine and outdoor expenditures only.

## THE H. K. McCANN COMPANY

### *Advertising*

NEW YORK  
CHICAGO  
CLEVELAND  
SAN FRANCISCO  
LOS ANGELES  
SEATTLE  
DENVER  
MONTREAL  
TORONTO

salesman is selling, he would already have purchased them from some other salesman, or by mail. And when analyzed down to actual reality, practically every objection the prospect may raise, every bit of sales resistance encountered means only that the prospect hasn't seen a *need* for the goods sufficient to warrant the expenditure of the sum involved.

So, since the habitual mood of the prospect is: "I don't need it—or at least I do not need it more than I need to hold on to the money you are asking me to spend," the only successful attitude of the salesman is one of absolute knowledge of the great need of the prospect for his service and a certainty that great profit will come to the prospect through the sale.

It isn't considered quite the thing these days for the life insurance salesman even to think of the possibility of the prospect *dying*, and the modern type of insurance salesmanship says you must never, never mention it in a sales talk. Yet I am sure that there's no thought quite so valuable to implant in the mind of the life insurance salesman as the idea that if he walks out of my office today without my signature on the well-known dotted line, I may fall dead on the way home, be murdered in my sleep, or wake up with a malignantly contagious disease for which there is no cure.

Of course, he will not be so crude as to mention such dire calamities to me, but his company has given him hundreds of horrible examples of the awful penalty of delaying the signing of the application until it's too late and if he has been an insurance man for long he probably has several instances from his own experience. And if he's a *good* insurance man, he'll think of these cases just when I'm trying to suggest that I'd much rather put the whole matter off until next week. And the chances are ten to one that he'll walk out with my application, because he visualized in his own mind my great need for adequate insurance—my need for it right

now while I'm still in the land of the living—and not tomorrow, when for all we either of us may know, I may be dead.

There is a burglary insurance salesman of my acquaintance who, after a period of mediocre performance as a salesman, suddenly began to break all records. "It was this way," he explained to me. "I had made three or four calls on the Jones store and each time they put me off without an order. Then one morning I woke up and saw by the paper that their store had been burglarized and practically everything of value taken.

"The next day's paper told that there was no insurance and the third day I read that the Jones store had gone into the hands of a receiver. A few days later I met Jones on the street. He seemed to have aged twenty years in a week. But his eyes snapped fire as he barked out angrily: 'Why in hell weren't you salesman enough to sell me that burglary insurance before all this happened?'

"Then for the first time I realized that what they had been telling me to say to my prospects wasn't just a sales talk. It was *true* and now I'd like to see the son of a gun who can tell me he *doesn't need* burglary insurance—if he thinks he can get away with it."

But, say you, the examples you have quoted are cases where the nature of the product made it somewhat of a "life and death matter." You could never get away with that sort of stuff on a straight merchandise proposition.

#### AN EXAMPLE IN THE LUXURY CLASS

Let's take an article as far removed from a "life and death matter" as we can possibly imagine. Something in the straight luxury class. What shall it be? Let's see—how would a player piano do? Surely nobody could make that a "life and death matter."

Here's a story told me by a life insurance salesman, and I'll give it to you exactly as he told it:

# Deadwood Gulch or Chicago?

Which offers stability—the mushroom town or the established city?

Which is permanent—meteor or moon?  
Consider the gold rush towns—gone and forgotten, too.

And so with the magazine parallel. For sound, productive year after year advertising investment, seek the stable, the healthy, growing substantial circulation. Here yesterday, here today, and here tomorrow.

## THE ATLANTIC MONTHLY

*An American institution since 1857*

Offers you proven stability and direct access to a net paid circulation of 120,000 (ABC)—a circulation attracted by the merit of THE ATLANTIC—a circulation free from forced expansion.

**Buy on a Rising Tide  
of Stability**

## THE ATLANTIC MONTHLY

*A Quality Group Magazine*

Eight Arlington Street

Boston, Mass.

"A friend gave me the name of Mr. Browning the sales manager of the \_\_\_\_\_ piano company. I went to see him and sold him a \$10,000 straight life policy.

"He'd taken me into one of their demonstration rooms for the interview. After he had signed the application, he asked quite casually: 'Are you interested in music?'

"I answered that I loved good music but couldn't play a note. He smiled and said: 'Maybe then you'd like to hear this new recording. It just came in today and I like to get the opinions of a few music lovers, on each new selection that comes in.' I sank back into the deep cushions and listened to a wonderful recording of a musical gem.

"Like it?" he asked when it was finished. I said it was the finest thing of the sort I'd ever heard. 'All right then,' he said, handing it to me, 'take it home with my compliments. Try it on your own player piano.'

"But I have no player," I protested, pushing back the proffered gift. As I did so the most amazed, startled look appeared on the face of this sales manager. He appeared to be genuinely shocked that a man of my evident income and love for music should be trying to worry along through life without a reproducing piano in my home. He attacked this crisis I had revealed in a direct and sympathetic manner.

"That sales manager started in to fill what he conceived to be the *great need* in our home. He felt that I, poor fellow, was being deprived of the comfort and joy that a reproducing piano could give in my home.

"Oh, I know it sounds over-drawn when I try to tell you about it," my friend concluded. "It sounds positively silly when I talk about it now, but the fact remains that this man made me visualize a need I had never dreamed existed. I had no more idea of buying a reproducing piano when I walked in there that day than I had of taking a trip to the moon. But because he uncovered a need

that I had never imagined I had and made it so blamed real to me by his earnestness and sincerity, I bought his piano then and there. And my wife and I are crazy about it."

In selling "the trade" the need which must be visualized by the salesman is the need for *added profits*, the need to secure *new customers* for the store, the need to add *prestige* to the store in the eyes of old customers.

Merchandising annals are full of cases where salesmen have secured a great volume of new business by visualizing needs, the existence of which the merchants never dreamed.

Such was the stunt of the salesman who had a carload of maple syrup to sell at a special price. The dealer said he didn't need any more syrup as he had 100 gallons in stock—enough to last him all year. But the salesman saw a need—a chance for profit which the dealer's imagination had never pictured. By writing out a brief telephone canvass and, instructing the dealer's clerks how to use it in their odd hours, by emphasizing the quality and price, the entire carload was sold over the phone, in less than three days, the dealer gaining a handsome profit, a lot of good advertising and a number of new customers as a result of the stunt.

Such sales feats might be recounted by the hour, but perhaps these are enough to drive home the necessity for building the sales talk upon a sure foundation which comes only when the salesman *absolutely knows* that the prospect greatly needs his goods and will profit largely by the purchase. The salesman must be intensely in earnest about this if he wants to attain the highest degree of success.

Having satisfied himself as to the prospect's real and vital need for his product,

(2) *The salesman must be quite certain that he has the best product to fill that need.*

No salesman can approach anywhere near that degree of success we are talking about unless he is

*(Continued on page 180)*

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**MILWAUKEE—First City in Diversity of Industry!**

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# Another Lineage Gain in March!

CONSISTENT with employment gains and general business stability in the Milwaukee-Wisconsin market, The Milwaukee Journal has gained during each of the three months of 1928 in paid advertising over 1927 totals.

The Journal March gain amounted to 30,009 lines and the total three months' gain to 71,982 lines. And The Journal three months' total of 4,111,488 lines was greater by 313,710 lines than the volume printed by the other two Milwaukee newspapers combined!

Advertise here where business is good—at one low cost in The Journal alone!

**THE MILWAUKEE JOURNAL**  
  
**FIRST BY MERIT**

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**WISCONSIN—First State in Value of Dairy Products!**

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# Hyatt's Cartoons Tell a Definite Selling Story

Hyatt Didn't Pick Fontaine Fox Merely Because His Work Is Well Known but Because the Toonerville Folks Fitted the Company's Selling Work in the Industrial Field

By H. M. Carroll

Advertising Manager, Hyatt Roller Bearing Company

THE March 1 issue of PRINTERS' INK contained an article entitled, "Newspapers Object to Cartoons in Advertising." In this story reference was made to cartoon-illustrated advertisements appearing simultaneously with the regular daily newspaper syndicate features of the same artists.

It was further stated that although not approved in newspapers, there is no objection to the use of this type of cartoon in advertising published in the business and technical press, that is, if the work is done on its merits as amusing and attractive advertising, and not just a trade on the artist's popularity.

In this connection, you may be interested in the way the Hyatt Roller Bearing Company is using the services of Fontaine Fox.

We have two series of advertisements now appearing with illustrations by Mr. Fox, one in the electrical railway trade papers, and the other in the automotive trade papers.

Mr. Fox was chosen to do the illustrations for us because his characters best suited the story we had to tell. With us it was not a case of hopping on the cartoon "band wagon" merely because it was a prevailing vogue. We had a definite message to put over, and

we believed cartoons could do it.

To make our story as effective and as widely read as possible it was but natural to choose the services of an exceptionally well-known cartoonist, not alone from his popularity as a cartoonist, but well known for his



"SUITCASE" SIMPSON'S LENGTHY PEDAL EXTREMITIES MAKE A GOOD FOIL FOR HYATT'S COPY ANGLE--QUIETNESS

type of cartoon as it fitted our particular requirements. In other words, we did not pick the cartoonist and adapt the Hyatt story to his stock in trade. What we did was to find the cartoonist whose characters fitted our sell-

HARPER'S BAZAR is the only magazine which has successfully made members of the social group to which it is edited, part of its own organization. Debutante bureaus in 107 cities have for four years been selecting the logical readers for Harper's Bazar and enrolling them. *The month of March was the largest in the history of the debutante work, with a record of 2544 subscriptions from 14 important cities.* Harper's Bazar now offers to advertisers whose product claims the attention of the Inner Circle, the unique advantage of circulation that is literally



hand-picked

ing points best; when we had him express our ideas as attractively as possible.

Therefore, it may be seen it was not a case of just trading on the artist's popularity, for we do not run the cartoons as an attention-getter alone. We make each one stand on its own merits, telling a definite selling story.

In our electric railway series, what better agent could we employ than the Toonerville Trolley to demonstrate the advantages of Hyatt Roller Bearing journal boxes for electric or steam railway service? Isn't it a foregone conclusion that when you sell your product to the best known company in its respective field others down the line sit up and take notice? Who in the railway field is better known than the Toonerville Railway Company and its genial general manager, the Skipper?

Hence, the Toonerville Trolley—an exponent of the "Public be pleased"—is used to portray the idea of what can be accomplished in the way of riding comfort, power savings, operating advantages, and so on, if Hyatt Roller Bearing journal boxes are applied to street cars or railroad trains.

In the first advertisement of this series we show the ceremonies attendant upon the first run of the Toonerville Trolley equipped with Hyatt Bearings. This is not far fetched either, for the North Western Steam Railway of Chicago recently ushered 120 of its Hyattized commuter coaches into service with a big inauguration ceremony, which took place at its depot. An installation of this nature is not just an ordinary episode in railroad work. It is an event.

In another advertisement we show power saving by demonstrating how easily the cars operate on roller bearings. This is done by the inadvertent tying of a dog to the car, who, when spying a cat, gives chase, pulling the car with him. Not so far fetched either, for it has been demonstrated that one man can push an eighty-ton steam railroad

coach equipped with Hyatt journal boxes.

The next month we show the idea of pulling power. A trailer drawing Eppie Hogg is attached to the Hyattized trolley. This is a common occurrence, for when cars are Hyatt equipped, as in steam service, more cars per train are possible.

In our automotive series we look upon Toonerville as an average American town. Motor cars mean more in the life of a small town than they do in metropolitan areas. We want to tell the advantages of Hyatt Quiet Roller Bearings in the automobile, and we use the Toonerville folks as our spokesmen. For what obtains in Toonerville holds good in Gopher Prairie, or any other town or city.

Quiet operation is an important feature of Hyatt Roller Bearings, as applied to the motor car. It is difficult to get this story across in type alone, but when it can be cartooned, as it is in this series, the idea is quickly explained in a friendly and entertaining manner.

That's why we use cartoons. A cold, prosaic product built into a car or any other equipment is oftentimes difficult to dramatize, but when you can humanize it this way, we believe we can put our story over to good advantage. And if the reader gets a chuckle out of it then it's registered that much more effectively.

The comments we have already received from the trade on this cartoon series of ours leads us to believe that we are doing something constructive and not desecrating an American institution, the comic strip, which we have held almost holy since we were youngsters just learning to read.

#### Kennon Jewett with Geyer Agency

Kennon Jewett, formerly director of copy for Frank Seaman, Incorporated, New York, has joined the staff of The Geyer Company, Dayton, Ohio, advertising agency. He was, at one time, with the J. Walter Thompson Company.

E. D. Ring, formerly sales manager for The Sherman Corporation, Boston, has rejoined the Geyer company.



# Indices of Effectiveness

**T**HREE are four measures of a newspaper's effectiveness that give definite clues to the buyer of space. They are (1) circulation coverage; (2) display advertising volume; (3) reader interest; (4) classified advertising volume.

Each of these is related to the other but each reflects a different angle of the many sided activities of a medium. An analysis of The Detroit News based on these four points will reveal (1) that The News has thorough coverage, a copy entering four out of every five Detroit homes taking any English newspaper; (2) that it carries more display advertising than both other Detroit newspapers combined; (3) that it has tremendous reader interest as shown by more than a half million letters received during 1927 by the editors of The News; (4) that it carries more than twice as many separate classified advertisements as any other. Detroit is thus one of the outstanding one paper markets of the United States.

## The Detroit News

The Home newspaper

370,000 Sundays

350,000 Week Days

Member of 100,000 Group of American Newspapers

New York Office

I. A. KLEIN, 50 E. 42d St.

Chicago Office

J. E. LUTZ, 6 N. Michigan



*The Daily News is building a new home on the banks of the Chicago river just west of Chicago's loop district. To support these twenty-five stories in steel and Indiana limestone 100 caissons are now being sunk 100 feet to bedrock.*

**T H E      C H I C A G O      A**

*Chicago's Home newspaper*

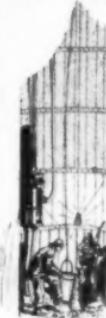
# BEDROCK

**W**HATEVER of growth The Chicago Daily News has had during the past and may have in the future is founded upon the bedrock of its original purposes:

To publish a good newspaper sincere in its convictions, enterprising in its methods and independent in its advocacy of all that best serves the public interest . . . to recognize and accept a moral responsibility to all the people irrespective of racial, political, religious and industrial distinctions . . . to reflect and promote those new, joyous aspects of life that are instinct with youth and youth's progressive purposes.

Upon these convictions and policies of administration The Chicago Daily News has builded in the past. The public has rewarded it with its confidence and an increasing measure of support in both circulation and advertising. New plant, new presses, new equipment, every forward step made or planned is but the pledge of its faith that a newspaper founded upon such principles and edited to these standards will continue to receive this confidence and this support.

Upon these convictions and policies  
The Daily News is building for the  
future.



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## DAILY NEWS

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## The ideal newspaper is . . .

A WELL-KNOWN contract manager for one of America's leading advertising agencies says in a recent article in *Editor and Publisher*:

"The ideal newspaper, from a circulation point of view, is one that is bought without inducement of any kind, except confidence created by the newspaper because of truthful news, accuracy, timeliness and progressiveness."

The *Oklahoman and Times* are such newspapers.

The March average net-paid daily combined circulation of the *Oklahoman and Times* is 157,390—the highest in *Oklahoman and Times* history, and all secured without premiums, contests, or clubbing

offers—effective circulation for the advertiser.

In addition to the efficient 98% coverage of occupied dwellings in Oklahoma City and 50% coverage in the suburban territory, the *Daily Oklahoman and Times* offer the advertiser a low rate of only \$5.13 a page a thousand

net-paid circulation.

The advertiser who considers the intelligence, wealth and buying power of readers will be impressed with the extraordinary coverage of the *Oklahoman and Times* among the families who constitute the buying power of Oklahoma City and its market.

Detailed analysis will be cheerfully and promptly given upon request.

Approximately  
78%  
of *Oklahoman*  
and *Times* Readers  
Own Their Homes

# The DAILY OKLAHOMAN OKLAHOMA CITY TIMES

Thoroughly and alone  
cover the Oklahoma  
City Market



E. KATZ SPECIAL  
ADVERTISING AGENCY  
New York - Chicago - Detroit  
Kansas City - Atlanta  
San Francisco

March Net Paid Average, 157,390 Daily—96,465 Sunday

**The OKLAHOMA  
PUBLISHING CO.**

also publishers of

**The OKLAHOMA FARMER-STOCKMAN**

# Picking on the Cripples

Every Mother Is Mentally Crippled and Every Copy Writer, Alas, Knows It

By C. B. Larrabee

EVEN in the days before copy writers went psychology, every well-trained writer of advertisements knew that one of the least difficult symphonies to play is that which is executed on the heart-strings. And when the heart-strings belong to a mother—. Easy, friends, pitifully easy.

Every mother is mentally crippled and every copy writer knows it. You can talk about tired backs and tired eyes and a certain percentage of your matronly audience will turn away with a sniffy shrug. You can discuss style and its effects on Americans or Ukrainians and another percentage will find themselves far more interested in the price of eggs. But paint a deeply dangerous picture of what can happen to innocent children and your audience edges forward on its chairs and into its eyes comes that strained, haunted look which is born of the fear that always lurks in the back of a mother's mind.

I don't suppose you can blame the average copy writer for picking on these mental cripples, utterly lacking in any means of defense against suggestions that dire things may happen to the children. It leaves so much more time for golf or playwriting. It's easy, but is it good business?

Being a father myself and also being reasonably acquainted with at least one of the closely knit tribe of American mothers I've spent a lot of time during the last few

years watching the work of these fellows who pick on the mentally crippled. As a father I can pooh-pooh good-naturedly at some of the more blatant types of scare copy. I suppose, however, that the chief reason why I carry so much insur-



*The Warmth  
that comes  
from within*



GOOD conditions, abundant energy and sparkling vitality are most important to man, woman and child. Great health in every member is a major of weight, strength, endurance and energy. Shredded Wheat is every member's ally. You will eat breakfast that build up energy in colds and other aches. Shredded Wheat contains all the body-building elements of whole wheat in palatable, easily digestible form. It is high in calories—high in food value—per box has plenty of fiber for roughage. "Wheat is the staff of life." Eat Shredded Wheat every day. Add a few spoonfuls of the cereal to the soup, or cover cake with boiling water, then drain and serve with milk or cream.

THE INDEPENDENT WHEAT PROCESSING CO., INC., Chicago, Illinois. Hough Bros. Company, Worcester, Mass. Wm. G. Conroy Co., Boston.

## Shredded Wheat

A SPIRIT OF OPTIMISM MAKES THIS ADVERTISEMENT AT ONCE APPEALING AND ATTRACTIVE

ance is because I've unconsciously soaked in some of those heart-rending pictures of ragged children begging on the streets because father didn't provide for their futures. But you can't get me excited about a lot of these hidden dangers that lie in wait for children. I've seen them eat too many spoonfuls of dirt and come out happy.

With mothers, however, it's different. They won't pass by so

easily an advertisement with a picture of children. Of course I suppose the first thing they do is to think how much sweeter their little darlings look than the kids in the picture, but mentally they begin to put their own children in the picture, too. That's where you get them. Once they do that all their inadequate defenses are down.

With this in mind I recently made a little investigating journey through the advertising pages of several women's periodicals. If you haven't made such a journey yourself you'll be surprised at the number of advertisements that have pictures of children. An hour of fairly indolent clipping produced a dossier of more than fifty advertisements in which children are featured—and not one of these advertisements was for a product sold solely for children, such a product, for instance, as a baby garment. They were advertisements for foods, and soaps, and brass pipe, and pianos and sheet steel.

They were good advertisements, well designed, well planned, nicely written. Many of them had what we used to call punch. (I've forgotten the 1928 word for it.) Some of them had a wee bit too much punch, and savored just a little bit too much of a sock in the eye instead of a twang at the heart-strings. And those advertisements aren't good business.

Every mother is mentally crippled, yes. Well, you don't find cripples running foot-races or climbing mountains or fighting wars. They shun the things that they can't do. Just so will you find a great many women avoiding these fear-copy advertisements

which build mountains of horror out of mole-hills of fact. They don't like them and eventually they refuse to be harried.

Understand at the outset that there is no reason why an advertiser who has a good product shouldn't tell his story as he sees fit. If he has to throw a little wholesome fear into the minds of his feminine audience once in a

## Is there *health* in your Refrigerator?



# LEONARD

CLEANABLE REFRIGERATOR

"Life is a Clean Clean Deal"

UNBOTTLED FOR ICE, ELECTRIC OR GAS REFRIGERATION

USING THE CHILD APPEAL EFFECTIVELY WITHOUT FRIGHTENING THE MOTHER

while, well and good. But there are such things as pathos and bathos and they are separated by a very narrow margin. Also there is a narrow margin between the fear that sells and the fear that repels.

It is the repelling advertisement which is just a bit cowardly and quite a bit inefficient. Therefore, an advertiser should be very sure that he knows just where to draw the line when he sets out to frighten mothers.

I have in mind a series of advertisements issued by a nationally known manufacturer of drug products. Once or twice in this series the advertiser stepped up and painted a deep black picture of what can happen to children. The pictures had the merit of being true. A great many children die every year because parents overlook the things this advertiser has to sell.

This manufacturer, however, was smart enough or lucky enough to realize that black is the negation of color and that an advertising campaign needs color. Therefore between times he issued advertisements of a lighter hue. Behind this brightness was the suggestion of the cloud of fear but it was nicely subordinated and kept very much in the background.

The result was a series of striking advertisements that were good business. This manufacturer didn't have mothers ducking every time they saw his trade name. They realized his sincerity and appreciated it.

Another manufacturer of similar products wasn't so lucky or so smart. He had the horrors periodically and the periods were close together. After you finished reading one of his advertisements you began to see the little white hearse drawing up before the door. You began to wonder how any child ever succeeded in growing up.

The horror was so great that the more sensible women greeted each new announcement with bored laughter. The less sensible just didn't look. They hurried on to the next advertisement just as the average woman prefers to read stories of gladness rather than stories of sadness.

This second manufacturer made a foolish and illegitimate use of horror. He intentionally picked on the cripples—but he picked on them so hard that most of them rebelled. Not all advertisers who use horror illegitimately cause women to rebel, however. Some of them convince women in spite of themselves—and women convinced this way buy from fear rather than desire. And that's not good busi-

ness, either. It may build sales but it doesn't build good-will.

In writing advertising aimed at the defenseless side of mothers the advertiser should bear several things in mind. First, he mustn't paint the picture too blackly. Second, he mustn't paint too many pictures. Third, he must understand the use of lighter hues as a relief. Fourth, and this is only for super-advertisers, he should be quite sure that his product will alleviate the terrible conditions he draws for the mother's eyes. If he gets a lot of women to buy a poor product to accomplish a tremendous task he is merely contemptible, as was the old time advertiser of cancer cures.

#### DOING IT RIGHT

There are, of course, many ways in which an advertiser can make legitimate use of the child appeal without scaring mothers into early graves. There are direct uses and indirect uses.

One of the finest examples of the indirect use is an advertisement of the Copper & Brass Research Association. It shows a rugged boy who has just laid aside ball, glove and bat to get a drink of water from the kitchen sink. The picture will get the attention of mothers. The copy doesn't try to paint that rugged boy as wasting away on a bed of pain. It merely points out that you can assure yourself of a supply of pure water by using brass pipe.

A Leonard refrigerator advertisement also uses the indirect appeal. It shows a houseful of children playing about a refrigerator. The headline is, "Is there health in your Refrigerator?" You can examine the copy, however, as carefully as you wish and you won't find a mention of children. The copy deals entirely with the sanitary aspects of the Leonard product. Of course any mother can draw her own conclusions—but she won't be frightened into drawing them.

A Montgomery Ward advertisement uses a picture of a woman trying on a dress which she has just bought for her little girl. No

talk of the terrible things that happen to children who aren't equipped by Montgomery Ward. Instead a suggestion of the happiness of children who are so equipped.

Of course, the direct uses of the child appeal are many.

One of the most constructive series of advertisements now being published is that of the National Piano Manufacturers Association. It is based, of course, on a purely selfish desire to sell more pianos, but it is primarily educational in its aspects. Study some of these advertisements and you'll see how children can be used legitimately and successfully.

Any parent who has ever experimented with raisins in cereal on the morning when the children just refuse to eat, will see at once the value of a Sun-Maid raisin advertisement. It shows a grandmother with a sack of raisins under one arm while the children hold out their cereal dishes in appeal. Lots of human interest here and no cant about the horrors of not getting enough raisins. Not a single ricket mentioned.

An advertisement for Edison Mazda lamps drags in a little horror but quite legitimately. It shows two children going to bed and they are bathed in a happy glow of light. The copy points out that children aren't afraid to go to bed alone if there's plenty of light. It continues to point out that accidents also happen in the dark—barked knees, torn clothing and the like. Now consider, for a moment, what a scare artist might have done. How many deaths he might have accomplished in the darkness; sad, needless deaths, all because of the lack of light. Of course it would have been distasteful, even a little ridiculous, but let me assure you more distasteful and more ridiculous things are being done in advertising.

Many food product manufacturers also make good, legitimate use of children in their advertising. Without waving the spectre of starvation and immediate disaster they manage to paint a constructive picture that sells food with-

out making the mother unhappy.

Of the other types of advertisements, of the copy that preys on a human weakness, that attacks mental cripples, that inevitably harrows feelings—well, the less said the better. Such advertising is basically cowardly and as a rule performs no service. It scares and scares and scares. It musters more horrors than good Monk Lewis ever mustered in his most horrendous prime.

If it makes sales it makes them through illegitimate methods. If it repels women it sends them away with a bad taste in their mouths. Anyway you look at it it isn't ethical or particularly efficient. And advertising that is neither of these would seem to have little excuse for existence. However, there's no accounting for the whims of advertisers.

### Crowell to Open Detroit Office

The Crowell Publishing Company, New York, will open an office at Detroit on May 1. Miller Cross, Western manager of the *Woman's Home Companion*, has been appointed manager of the new office.

Malcolm F. Smith, of the Western advertising staff of the *Woman's Home Companion*, succeeds Mr. Cross as Western manager of that publication, with headquarters at Chicago.

### Wallace J. Stenhouse with "The American Weekly"

Wallace J. Stenhouse, formerly with the Chicago office of the national advertising department of the Scripps-Howard Newspapers, and, at one time, advertising manager of the Calumet Baking Powder Company, has joined the Western staff of *The American Weekly*.

### Sharp & Dohme Retain Barton, Durstine & Osborn

Sharp & Dohme, Inc., New York, manufacturing chemists, have retained Barton, Durstine & Osborn, Inc., as advertising consultants. Plans are being made for the introduction of a new tooth paste.

### Appoints Griffin, Johnson & Mann

The American Car & Foundry Company, New York, has placed the advertising of its A. C. F. cruisers and of its Hall-Scott marine engines with Griffin, Johnson & Mann, Inc., New York advertising agency.

*the*  *nd*

Chicago Herald and Examiner	435,074
Boston Post	404,661
New York Times	392,800
New York World	335,880
Philadelphia Inquirer	291,727
St. Louis Globe-Democrat	262,712
Cleveland Plain Dealer	240,665
Detroit Free Press	229,294

A. B. C.—9-30-27



LARGEST  
★MORNING  
NEWSPAPER  
CIRCULATION  
IN AMERICA

*In a Morning Newspaper City*

★ Standard Size Newspapers

THE CHICAGO  
HERALD *and* EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON  
185 Madison Ave., New York

T. C. HOFFMEYER  
625-6 Hearst Bldg., San Francisco

**T**HIRTY-ONE percent of all the money in the Nation's Savings banks are deposited by the 9,500,000 men, women and children in the New York market.



Not all the money in the world, but so much for each citizen that you cannot neglect going after it.



Here—within a fifty mile radius—is the most highly concentrated population in the world, and the most extensive, cheapest and fastest transportation system anywhere links this population with more than 90,000 retail outlets.



Most of the families who constitute the great buying power market can be reached effectively and economically through their favorite eve-

ning newspaper—the New York Evening Journal. The Evening Journal dominates this market at one low cost. Almost half of all families who read an evening newspaper buy the New York Evening Journal.



Based on the way advertisers invest their advertising dollars, the New York Evening Journal is the greatest sales producing medium in the New York market—the greatest single factor for sales in the territory.



CIRCULATION FOR SIX MONTHS ENDING  
MARCH 31, 680,115 DAILY NET PAID

## NEW YORK EVENING JOURNAL

*Greatest circulation of any evening newspaper  
in America and a QUALITY circulation at  
THREE CENTS a copy daily and FIVE  
CENTS a copy Saturday*

913 Hearst Building  
Chicago, Ill.

General Motors Building  
Detroit, Mich.

2 COLUMBUS CIRCLE  
New York City

**The Detroit Times  
in March printed  
the greatest volume  
of display lineage  
of any March  
in its history—**

**The gain in local  
and national  
exceeded all other  
Detroit papers.**

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# Does the Use of a Product as a Premium Hurt Its Regular Sales?

How Some Prominent Manufacturers Answer This Question

**MEXICAN AMERICAN HAT COMPANY**  
St. Louis, Mo.

*Editor of Publishers' Ink:*

Does use of an article as a premium benefit or harm its regular sale?

There is some doubt in our minds on the above question, and we would like to know if you have some information in your files that would clear it up.

What we mean by the use of an article as a premium is as follows:

We make hats that retail for 25 cents, 50 cents and 75 cents. If similar hats were offered by coffee roasters to consumers to introduce their coffee, either as a straight gift or as a special prize, would that hurt the sale of our hats in that locality?

I understand the propelling pencil manufacturers have gone through this experience and if I am not mistaken, the safety razor manufacturers.

Any information you can give us along these lines would be very much appreciated.

**MEXICAN AMERICAN HAT COMPANY.**

BEFORE endeavoring to give an answer to this inquiry we are going to show how the information on which our answer is based was obtained.

A study of a number of catalogs which are distributed by well-known businesses that offer premiums to the public shows that the following advertised trademarked articles are being given as premiums:

- AutoStrop Safety Razors.
- Gillette Safety Razors.
- Ever-Ready Safety Razors.
- Paris Garters.
- President Suspenders.
- Thermon Bottles.
- Rubberiset Shaving Brushes.
- W. D. C. Pipes.
- Wallace Lamps.
- Du Pont Pyralin.
- Pyrex.
- Cutex Manicuring Sets.
- U. S. Rubber Water Bottles.
- Congoleum.
- Kleinert's Baby Clothes.
- Phoenix Hosiery.
- Venida Hair Nets.
- Erector Toys.
- Parker Fountain Pens.
- Eversharp Pencils.
- Belber Bags.
- Stanley Tools.
- Grebe Radios.
- Howard Watches.

We got in touch with the ma-

jority of the businesses making the products mentioned in the foregoing list, with manufacturers whose trade-marked names were not mentioned in that list but who we had reason to believe were selling their products to the premium market, and with the head of a large and long-established premium service organization. The answer to our correspondent is based upon information obtained from these sources.

There can be no categorical "yes" or "no" answer to this question.

The answer in this particular case, and in every case, depends upon a number of different factors. The nature of the product has considerable influence in determining the effect of goods sold in the premium market upon the sales volume in the regular market. The use of a different quality for premium purposes has a bearing. The attitude of retailers toward the sale of goods to the premium market is of considerable importance. The question of whether or not the advertised trade-mark is to be used or a special mark devised must be decided upon.

All products can be divided into two broad classifications so far as the premium market is concerned: (1) Products complete in themselves (such as a hat, for example), and (2) Products that are incomplete. (A safety razor which must be continually replenished with new blades, for example.)

The value of the premium market to the manufacturer is determined, it would seem, in a considerable degree by the classification into which his product falls. The experiences of a safety razor manufacturer, a camera business, or the maker of an automatic pencil, therefore, are not real

guides for the maker of products such as hats.

Makers of safety razors, cameras and automatic pencils can point out to an objecting retailer the fact that those customers who obtain their products as premiums become, in the main, continuous customers at regular retail outlets for new blades, new films or new leads. The Gillette Safety Razor Company, whose product is offered under its regular trade-mark, in a quality different from its regular grade, states the case in this manner: "Since we and the dealer ultimately profit on the sale of Gillette blades, premium distribution of Gillette Razors really creates new users for Gillette blades. Possibly our case is unique in that no matter how our razors are distributed we and the dealer profit through the continued use of them."

The Eastman Kodak Company, which by the way, has never sold Kodaks as premiums and only very rarely allowed its Brownie camera to be sold as premiums, but which has sold other cameras of other names for premium purposes, had similar comment to offer. Its vice-president, L. B. Jones, says: "I am not even sure that it is good business for us to sell any cameras for premium purposes, except for the fact that these cameras—distributed as premiums—do consume a considerable quantity of films. For us, I do not believe there would be anything in the premium camera business *per se*; but of course when the camera is followed by a continual stream of films in yellow boxes, such camera is no longer *per se*."

Both of these businesses, it will be observed, use a different quality of their products for premium sales. In the case of Gillette the same name is used, but the premium market products, as that company describes them, "have invariably been not as complete or as finely finished sets as those sold to dealers."

The Phoenix Hosiery Company, which has had only a very limited amount of experience in the premium market, is strongly of the

belief that if a product is nationally advertised and is used in any way as a premium, then the same high quality must be used for the premium market. A cheap premium offer, it holds, tends to hurt a nationally advertised product, while a high quality product used as a premium should benefit the general distribution of that product if retailers do not object to the use of the product as a premium.

The I. B. Kleinert Rubber Company, which offers one of its several products to the premium market in its regular high grade of quality, does so in the belief that it is sampling that product for sales benefit in other channels. That part of the public which gets this product in the premium market, it believes, will, by actual use, become sold on it and later buy it continuously in regular retail stores.

The Parker Pen Company sells the same identical product to the premium market that it does to other markets and sells it under its regular name.

A large silverware company claims that the quality of silverware used for premium purposes is not equal to its own trademarked product in quality. Therefore, in order to prevent its trademarked product being considered as in the same class with other silverware now on the premium market, it makes a special grade similar to that made by manufacturers who sell regularly to the premium market.

Another safety razor manufacturer, who prefers to have his name withheld, furnishes a lower quality of product under his regular brand name to the premium market in the belief that he is thereby paving the way for an increase in the sale of his higher priced line in the regular market. "The recipient of the premium," this manufacturer says, "either purchases the better grade razor for himself or one of his family presents the better grade to him as a gift." In further amplification of this same statement this manufacturer says: "It has also come to our attention that in



## Over 93% Home-Delivered Circulation in Indianapolis

OVER 93% of the city circulation of The INDIANAPOLIS NEWS is *home-delivered* by NEWS carriers, who have definite routes of regular subscribers.

A notable record—not only for Indianapolis but among all metropolitan cities, where 40% to 60% home-delivered circulation is considered unusual. Many papers must depend almost entirely upon street and newsstand sales, never knowing what readers will comprise the next day's audience.

Think what an advantage it is to be certain that whether you advertise on Monday or Saturday—April or August—your message goes each time direct to the homes of the *same regular readers*, whose buying habits are molded by *consistent advertising contact*. The NEWS gives you a *permanent audience*—by far the largest home-delivered circulation in Indiana.



### *The INDIANAPOLIS NEWS sells The Indianapolis Radius*

DON BRIDGE, Advertising Manager

New York: DAN A. CARROLL  
110 East 42nd St.

Chicago: J. E. LUTZ  
The Tower Bldg.

many instances the man receiving the razor is so pleased with the article that he puts it on his gift list, and when birthdays or holidays come around purchases the item for his family and friends."

Practically all of the manufacturers whom we questioned use their regular trade-marks in the premium market even though, as we have indicated, in some cases the product sold is not of equal quality with that sold in regular markets. Among the few that did not, are the Eastman Kodak Company and the Aluminum Goods Manufacturing Company. The name Kodak is never used in the premium market, according to Mr. Jones, because of a desire to keep it "on a pedestal." The Aluminum Goods Manufacturing Company follows the rule of putting its name on its products when the products are to be used for premiums that are to be *given away*. When there is a cash consideration it will not allow its regular imprint on its products. This policy, it discovered, eliminates a considerable amount of objection from its regular distributors.

The trend in premium goods, in recent years, has been distinctly toward the use of the regular trade-mark and the use of the same quality of product as that sold in the regular market, according to the president of one of the large premium goods organizations—an organization that manages all details on premiums for many businesses which give premiums to their buying public. The head of this organization has been active in the premium goods business for twenty-five years. His observation, therefore, carries authority.

With but few exceptions about all manufacturers questioned admitted that they were hindered in the use of their products in the premium market by objections from dealers. Only one manufacturer was openly willing to disregard such objections. He did not, however, disregard them until he had first made certain concessions to the regular dealers and until he had had his own retail sales organization. Today, be-

cause he has vigorously cultivated the premium market, he is able to say that the total amount of business which he sells through his own sales organization and in the premium market greatly exceeds the total amount of business sold through regular retail channels. In other words, this manufacturer was certain of the fact that his regular retail channel market had become saturated and that the premium market offered him a considerable outlet for his product before he went after the premium market.

At the outset, in this reply, we said that it was impossible to give a definite "yes" or "no" answer to the Mexican American Hat Company or any other business on the question of whether or not the use of an article as a premium benefits or harms its regular sale. We believe, however, that the information which we have given, and which we have gathered from businesses that have had experience with this question, puts the Mexican American Hat Company or any other company without experience in the premium market in a position to know on what specific points it should obtain light in order to answer the question in hand to its own satisfaction.—[Ed.

PRINTERS' INK.

#### Wheatsworth Appoints United Advertising Agency

Wheatsworth, Inc., New York, whole wheat biscuits, etc., has appointed the United Advertising Agency, Inc., also of New York, to place its advertising for Wheatsworth, Inc., is prepared by the Samson Service, Washington, D. C.

#### Mullins Body Appoints Ludgin & Salinger

The Mullins Body Corporation, Salem, Ohio, has appointed Ludgin & Salinger, Inc., Chicago advertising agency, to direct the advertising of its radiator enclosure and shield division. Newspapers and magazines will be used.

#### Charles Christoph with Frank Seaman

Charles Christoph, formerly with the J. Walter Thompson Company, has joined the copy department of Frank Seaman, Incorporated, New York advertising agency.



©1928 THE CONDÉ NAST PUBS.

**T**HE growth of advertising in the Condé Nast Group has been continuous for the past six years. Following is a record of space placed only by those advertisers who bought all three magazines . . . who played *Vogue*, *Vanity Fair* and *House & Garden* "across the board" . . .

\*

1922 . . .	378,094	lines
1923 . . .	622,441	"
1924 . . .	690,460	"
1925 . . .	731,856	"
1926 . . .	1,064,051	"
1927 . . .	1,175,678	"

\*

This space was bought on the principle that the Condé Nast Group could sell the Class Market of America, and that this market, through its influence on the trade and on the masses, would hasten national distribution. The principle has been vindicated by the record of yearly growth in group lineage.



SHOUTS  
IN  
EIGHT POINT

With its persistent advocacy of good taste and the Art of Gracious Living, it does not seem entirely fitting for *Delineator* to indulge in shouts louder than eight point. Yet, somehow, these facts must be told:

The March issue of *Delineator* showed an increase in advertising lineage of 25% over the corresponding issue of last year; the April issue an increase of 40.2%, and the May issue shows an increase of 46%.

The March issue... the first at the new price of 10 cents... was practically sold out by March fifteenth, although news-dealers had doubled, tripled and quadrupled their orders.

The print order on the April issue is 1,900,000, although the advertiser is paying for only the 1,350,000 net paid circulation now guaranteed... but the guarantee will be increased to 1,600,000 with the November issue and the advertising rates adjusted accordingly.

DELINEATOR IS MEETING  
WITH A SUCCESS THAT  
MAY WELL BE TERMED  
SPECTACULAR!

# Delineator

Established 1868

THE BUTTERICK  
PUBLISHING  
COMPANY

## HAS Detroit been wagging the stock market?



Looks that way with the procession being led by General Motors and with other Michigan motor and industrial stocks registering new "highs," assisting to manufacture dollars for investors.



All of this frenzied finance in which Detroit industries have played such

an important part reflects a healthy confidence, nation wide in its scope, in Detroit's "go-aheadness."



Always, the Detroit market is a good place in which to merchandise merchandise. Through The Detroit Free Press your agate line salesmen reach practically every worth while home in the entire area.

## The Detroit Free Press

VERREE &

National

New York

Chicago



CONKLIN, INC.

Representatives

Detroit

San Francisco

# How Advertised Trade-Marks Fared in Recent Decisions

These Recent Patent Office Decisions Involve Some Nationally  
Advertised Trade-Marks

(Special Washington Correspondence)

OF a group of trade-mark decisions, handed down by the Patent Office last week, a number are particularly interesting because they involve trade-marks that have been widely advertised. Several of these decisions illustrate a growing tendency on the part of the office to broaden its consideration of trade-mark rights.

That a label may take on the properties of a trade-mark is indicated by the decision in the case of Parke, Davis & Company vs. Sharp & Dohme. The latter appealed from a decision of the examiner of interferences sustaining the opposition of the former to the registration by Sharp & Dohme of a mark for which registration had been applied.

Parke, Davis & Company claimed that this mark so nearly resembles their known trade-mark in general character and appearance as to be likely to cause confusion in the mind of the public. Admittedly, according to the decision, the respective goods of the parties are of the same descriptive properties, and the fact is established that the Parke, Davis trade-mark was known and in use by that company at the time of the adoption and use by Sharp & Dohme of their trade-mark. Therefore, the decision holds that the only remaining question for consideration is whether the Sharp & Dohme trade-mark is identical with or so nearly resembles the Parke, Davis mark as to be likely to cause confusion. The fact is noted that Sharp & Dohme filed specimens of labels appropriated and used by others, for the stated purpose of showing that the only feature of similarity between the marks is old and common to the trade, and that no one can claim any exclusive right therein.

Regardless of this claim, the decision of the Patent Office affirms

the decision of the examiner of interferences, and states: "Assuming the applicant's statement to be true; assuming it to be true that the only features of similarity between the applicant's and opposer's marks to be old and common to the trade, still if the essential characteristics of the applicant's mark are the same as the essential characteristics of the opposer's mark, the applicant's right to registration is without authority of law."

An interesting question of similarity of marks resulted in an appeal by Rosenberg Bros. & Company from a decision of the examiner of interferences which dismissed the opposition of this company to the registration by the Jain Sol Clothing Company of its trade-mark consisting of the notation "Berry-Park" for clothing for men, young men and boys. The opposition was based on prior adoption and use by Rosenberg of the trade-marks "Fashion Park Clothes," "Fashion Park," "Tailored at Fashion Park," "Par-Kerry," and "Royal Par-Kerry," all of which are registered. Each name was accompanied by a design.

Rosenberg's contention was that the Berry-Park trade-mark so nearly resembles its trade-marks as to be likely to cause confusion or to deceive purchasers when concurrently appropriated to merchandise having the same descriptive properties. This, the decision holds, is the only question involved, and adds that there had been stipulated into the record a statement of facts from which it appeared that the "Berry-Park" trade-mark was selected because of the fact that the Jain Sol factory is located on Berry Street, Brooklyn. The decision also notes that the word "Kerry" identifies a county so named in Ireland, the chief manufacture being that of

coarse woolens and linens for home use; that "Kerry" is also the name of a place in North Dakota, another in Wales, and still another in Africa; that various combinations comprising the word "Park" have been registered in the Patent Office for various articles of wearing apparel, as evidenced by twenty-seven exhibits; and that because of the use of its trademark "Berry-Park" by the Jain Sol Company, the trade and purchasing public have come to know and recognize the goods.

The examiner of interferences was of the opinion that there was no reasonable likelihood of confusion in trade by the concurrent use of the various marks. In affirming this opinion, the Patent Office decision states "No confusion in trade has been shown, and by reason of the dissimilarity of the applicant's mark and the opposer's marks it is believed that there is no likelihood of confusion. The marks have neither the same suggestion, appearance nor sound. The word 'Park' is the only characteristic common to the several marks, but as this word has been included as a part of many trademarks owned by others and appropriated to goods of the same general descriptive properties, the opposer has no right to such a broad interpretation of its marks as to exclude the applicant's mark from registration."

In another case, registration of the mark "Ebonite" by Red Spot Paint & Varnish Company was denied because of the opposition of the Standard Oil Company of California. The latter claimed ownership and registration of the trade-mark "Oronite," used upon roof paint, and claimed that the use of "Ebonite" on ready-mixed asphalt paint would cause confusion.

The decision states that it is fairly established that the Standard company adopted and used its mark from a date many years prior to the date that the Red Spot company entered the field. The goods being substantially the same and put up in practically the same kind of receptacles for the same purposes, the decision found the

question to be considered was the similarity of the marks.

In analyzing the marks, the decision notes that they differ as to the first two letters, or what may be termed the first syllable, and are identical as to the last five letters, or the last two syllables. It points out other differences and continues "It would seem this is a case where there is at least some doubt and, following the usual rule, it should be resolved against the applicant."

The difficulty of protecting a mark that is more or less commonly used is illustrated by the decision in the case of the American Fruit Growers, Inc. vs. the Michigan Fruit Growers, Inc. The latter organization applied for registration of a composite trade-mark made up of a representation of a portion of the State of Michigan, and a representation of a white goose, all enclosed by two concentric circles between which appear the words, "Michigan Fruits" and the slogan "Nature's Favor Makes Michigan Flavor," together with some representation of a variety of fruits.

In opposition to the registration, the American Fruit Growers claimed ownership of a trademark consisting of the representation of a blue goose upon an orange background. Above the picture of the goose appears the mark "Blue Goose," and below it appear the letters "A F G" with a surrounding border. This mark was registered in 1920, for use upon citrus fruits, deciduous fruits and vegetables, and the decision notes that it satisfactorily appears that the American Fruit Growers were long prior in the field in the use of this mark on the class of goods. "The goods being the same and the applicant being clearly the late comer, the question to be determined is that of similarity of the marks."

Also, according to the decision, the examiner of interferences sustained the opposition when the case was first before him, and adhered to his first decision upon motion for rehearing. Subsequently, however, the Michigan Fruit Growers were permitted to

## A Statement Concerning Circulation

Every six months, on the first of April and the first of October, the United States Government requires a statement of circulation from all newspaper publishers. The report submitted by the Chicago Evening American on April 1, 1928, reveals some interesting facts.

The average daily circulation of The Chicago Evening American for the six months just ended was 571,757; for the period ending April 1, 1927 it was 561,865, and for the period ending, October 1, 1927 it was 552,376.

Thus the six-month period just ended is marked by a gain of 9,892 over the same period a year ago, and 19,381 over the same period six months ago.

For the six-month period just ended The Chicago Evening American shows a lead of 132,757 over the second Chicago evening newspaper's circulation, as against a lead of 116,627 six months ago, and 129,696 a year ago.

It is evident that the Chicago Evening American is firmly entrenched in the forefront of Chicago's evening newspapers.

### National Advertising Executives

**RODNEY E. BOONE**  
*General Manager*  
National Advertising  
9 E. 40th Street  
New York City

**H. A. KOHLER**  
*Manager*  
Chicago Office  
929 Hearst Building  
Chicago

**W. M. NEWMAN**  
*Manager*  
American Home Journal  
1007 Hearst Building  
Chicago

**F. C. WHEELER**  
*Manager*  
Automotive Advertising  
901 Hearst Building  
Chicago

**L. C. BOONE**  
*Manager*  
Detroit Office  
Book Tower Building  
Detroit

**S. B. CHITTENDEN**  
*Manager*  
Boston Office  
5 Winthrop Square  
Boston

**CONGER & MOODY**  
*Representatives  
on Pacific Coast*  
927 Hearst Building  
San Francisco

**FRED H. DRUEHL**  
*Manager*  
Rochester Office  
136 St. Paul Street  
Rochester, N. Y.

**KENNETH J. NIXON**  
*Manager*  
Atlanta Office  
82 Marietta Street  
Atlanta, Ga.

**CHICAGO EVENING AMERICAN**

*a good newspaper*

introduce an amended answer which included reference to prior registrations of trade-marks, each showing a picture of a goose, the marks being used upon various classes of goods, including shelled almonds, wheat flour, coffee, and canned fruits and vegetables. "In view of these prior registrations," the decision adds, "especially that numbered 97,009, issued May 12, 1914, for a representation of a gray goose having above it the words 'Gray Goose' used upon canned fruits, vegetables and fish, the opposition was dismissed and the applicant adjudged entitled to the registration sought."

In view of this outcome, since it was held that fresh fruit and vegetables on the one hand, and canned fruits and vegetables on the other, belong to the same class, the Patent Office affirmed the decision of the examiner dismissing the opposition and adjudging the Michigan Fruit Growers, Inc., entitled to the registration of its mark. The decision emphasizes that some of the registrations cited were issued long prior to the earliest date of adoption claimed by the opposer, the American Fruit Growers, Inc., and continued.

"It would appear, in consequence, that opposer was not the first to adopt and use the representation of a goose upon goods of this class, and it also appears that the applicant's particular representation of a goose more nearly resembles that disclosed in registration No. 97,009 than it does the representation of the blue goose adopted and used by the opposer. Under these conditions . . . the opposer must be deemed restricted in its protection to such distinguishing features of its mark as are not found in prior registered marks used upon the same class of goods. Applying this test, it would seem the applicant's representation of a goose in no way infringes the particular representation adopted by opposer. Except as to the representation of the goose, the applicant's mark is quite dissimilar to that of the opposer."

In the last case mentioned, Walter Baker & Company, Ltd.

opposed the registration of a composite mark by the Altamay Chocolate Company. The decision notes that the principal feature of the Walter Baker mark is the representation of a woman dressed as a waitress in a Quaker or Puritan costume, and carrying a tray supporting cups. The Altamay mark contains a somewhat similar picture.

In consideration of the facts, the Patent Office concluded that unless it could be held that the Walter Baker concern is entitled to such protection as will preclude any later comer from using a trade-mark which includes any sort of a representation of a woman, it would seem that the opposition could not be sustained. As was noted by the examiner, the final tribunal of the Patent Office found that the two marks have in common only the feature of the representation of a figure of a woman, and that the costumes of the two figures are different. Furthermore, the decision notes that there is nothing in common between the tray and the cups of the Walter Baker mark, and the pot and cup of the Altamay mark.

The decision then cites a court decision in which it was held that Walter Baker & Company was not the originator of the mark and that the figure of a woman in various costumes had been many times registered as a trade-mark, reaching the conclusion that Walter Baker & Company was not entitled to such a broad interpretation of its mark or its rights as would preclude others from using any representation whatever of the figure of a woman in connection with goods of the character. Therefore, the Patent Office affirmed the decision of the examiner of trade-mark interferences, dismissed the opposition, and adjudged the Altamay Chocolate Company to be entitled to the registration for which it had applied.

#### Appoints Fox & Mackenzie

Stephano Brothers, Philadelphia, manufacturers of cigarettes, have placed their advertising account with Fox & Mackenzie, Philadelphia advertising agency.



# FIRST!

FOR the first quarter of the current year, THE EVENING WORLD leads the New York evening field in lineage gains, as the following table shows:

	Agate Lines Gained	Agate Lines Lost
THE EVENING WORLD,	152,367	—
The Telegram	46,049	—
The Post	—	5,620
The Sun	—	41,022
The Journal	—	169,806

With a leadership in gains of 200% more than the only other evening paper to gain, THE EVENING WORLD is setting a pace that speaks eloquently of its importance to the advertisers of the city, both local and national.

**The Evening World**  
NEW YORK





## "Three-Car" FAMILIES AND

The Evening Bulletin is sold on its merits as a newspaper. No prizes, premiums, or contests have been used. Its growth has been a quality growth, over a third of a century. 349,148 net paid daily average for 1927.

**I**N PHILADELPHIA the families with several motor cars, and the families that ride on street cars, agree in their preference for one newspaper.

This newspaper is The Evening Bulletin.

It is the favorite of the fine old families, the wealth and culture of the city, because it reflects their own ideals of what a newspaper ought to be.

"The Bulletin is looked upon in Philadelphia as more than a newspaper," says the Chief Justice of the Supreme Court of

Pennsylvania. "It has grown to a commanding position in the life of our city." This commanding position is shown by the quality as well as by the quantity of The Evening Bulletin's circulation.

In Philadelphia, and in its wealthy suburbs, there are 600,000 families who buy more than half-a-million copies of The Bulletin daily!

And The Bulletin's circulation is largest, in proportion, where buying power is great-

---

**STREET-CAR RIDERS**



**AGREE IN PHILADELPHIA**

---

est, in this third largest market in the country.

Probably nowhere in the world is there a newspaper that reaches so large a proportion of its city's finest homes —

And at the same time is read every day by so large a proportion of all the families in city and suburbs.

The manufacturer of a quality product finds his greatest market in the Philadelphia territory among readers of The Evening Bulletin.

**100%**

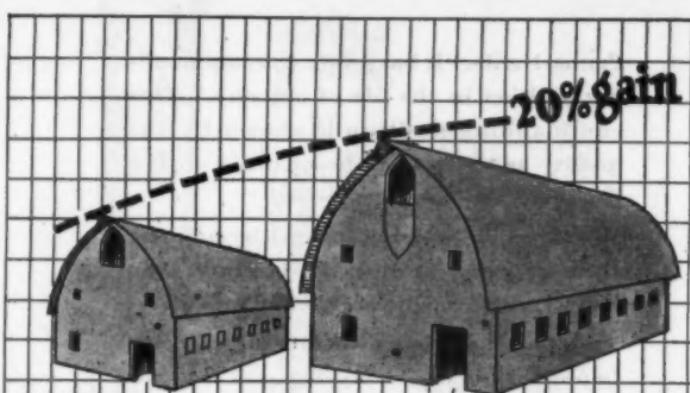
*The makers of America's costliest motor car wanted to reach the wealthy classes of Philadelphia and vicinity. So they asked all of their present patrons what papers they read. Everyone was a Bulletin reader—not 70%, or 80%, but 100%!*

# The Evening Bulletin

Detroit, Office:  
521 Lafayette Blvd.  
San Francisco Office:  
681 Market Street

City Hall Square  
**PHILADELPHIA**

New York Office:  
247 Park Avenue  
Chicago Office:  
22 E. Jackson Blvd.



## Big Livestock Gains in Minnesota!

Livestock values January 1, 1928 were over 20% above the average for the previous five-year period. The total value of all livestock is \$278,000,000. Only three states exceed this.

Milk cows are valued at \$114,000,000 or 41.2% of all livestock. This is nearly a fourth more than the previous year. Minnesota, Milk, and Money all have the same initial.

Minnesota leads in butter production. This is important to advertisers, because butter brings the most stable price of all dairy products.

Advertise *your* business in the state where farmers know *their* business.

**THE FARMER**  
 Web Publishing Co., Saint Paul, Minnesota  
*The Northwest's Only Weekly Farm Paper*

Standard Farm Papers, Inc.,  
 307 No. Michigan Ave.,  
 Chicago, Ill.



Wallace C. Richardson, Inc.,  
 250 Park Avenue,  
 New York

**A Northwestern Institution Since 1882**  
*Member Standard Farm Paper Unit*

# Make Sure That Retailers Use Your Educational Material

How National Advertisers Are Handling This Work—Rules to Follow, Based on Their Experience

By Ruth Leigh

ANY concern that is planning or actually conducting educational work among retail clerks today finds itself perpetually confronted with this question: "How can we be sure that stores will use our training material?" This is the unknown quantity around which all educational effort centers. You can never be sure of the reception that your printed material—or your personal representative, for that matter—will receive in any dealer's store.

There are, however, some simple tests which advertisers apply as a measuring stick to determine whether or not educational work is planned along the right lines. These deal, first, with the selection of the right plan, and second, with the right method of carrying out that training plan.

In choosing a method of training retail salespeople who handle your goods in stores, it is advisable to ask yourself a few questions which will help clarify your own viewpoint. Here are some which have been used by advertisers:

1. What are we trying to accomplish with this educational work?
2. Is this educational work to be temporary or permanent?
3. What is the nature of the product?
4. Through what types of stores is it sold?
5. What kind of salespeople handle the product?
6. Is the plan to be carried out alone or in combination with other educational plans?
7. How much money is available for educational work?
8. What other forms of training salespeople are used by competitors?

Although these may be obvious questions, it is surprising how

many concerns undertake educational work without thus clearly analyzing their problem.

For example, in deciding what you are trying to accomplish, it is not enough to give a sweeping answer: "We are trying to sell more goods." A more definite, concrete aim is defined for many advertisers by finding answers to such questions as these:

1. Are you trying to teach retail salespeople the technical construction of your product?
2. Are you trying to teach them how to explain it to customers?
3. Are you aiming to teach them merchandising principles?
4. Are you trying to encourage direct communication with retail clerks or do you wish to avoid correspondence?
5. Are you hoping to remedy an existing situation in your selling field?
6. Are you introducing a new article or a new line in which retail clerks need thorough coaching?

Such questions are merely suggestive in establishing a clear goal for educational effort. The aim "to sell more goods" is concrete enough, but needs more analysis for the concern that wants to know exactly the aim of its training work.

Your method of distribution determines, to a great extent, the educational plan that is best suited to your needs. For example, it was necessary for the Cheese Division of the Pabst Corporation, Milwaukee, to choose an educational plan that could be operated by its traveling salesmen, in spite of a distribution plan that includes jobbers. The Pabst salesmen are schooled not only to teach retail clerks, but jobbers' salesmen, by means of a different approach.

On the other hand, *Vanity Fair*

Silk Mills, Reading, Pa., with its product sold direct to retailers, had a more simple problem in training retail saleswomen. Goods sold on the exclusive agency plan offer even a clearer solution to the training problem.

If you are trying to teach retail clerks to sell a new product or a new line, and intend merely to conduct this work temporarily, you will find it more practical to give intensive training by means of personal representatives. This may be more costly, but it is the most effective way of putting across training that must be quick, resultful and immediate.

On the other hand, such an advertiser as E. C. Atkins & Company, Indianapolis, with its permanent policy of educational work, can use a more leisurely approach in teaching hardware salesmen to sell its saws, and constantly vary the character of the work.

#### DON'T TRY TO TEACH TOO MUCH

Obviously, for a temporary training plan, it is not worth the effort nor the expense to build a mailing list of clerks, or even to encourage correspondence. If you are endeavoring to put across a short, intensive training course, concentrate on the product and avoid trying to teach too much. If you succeed in telling salespeople the talking points, correct demonstration and show them how to give a clear, effective presentation of the article, you have accomplished a great deal.

On the other hand, in educational work of a permanent nature, you extend instruction to merchandising, display, details of store operation, and subjects which it is desirable, but not essential, for salespeople to know.

The nature of your product affects your training plan in many ways. For example, it is a much more effective plan for the Gotham Hosiery Company to teach saleswomen to sell its product by making them wearers. On the other hand, the average salesman who sells a Frigidaire may not have one in his own home, so that he is addressed not as a consumer, but as a salesman.

Specialty products which demand expert demonstration and sale, for example vacuum cleaners, washing machines, electric refrigerators—make training by personal instruction almost a necessity, whereas such concerns as Everett & Barron Company (shoe dressings) and O. C. Hansen Manufacturing Company (gloves) find printed forms of instruction equally effective.

Many advertisers make the mistake of thinking that their particular product is so difficult or "different" that it is impossible to explain by the printed word. This is often disproved by educational material intelligently written and illustrated.

The type of salesperson in various kinds of stores that sell your goods often answer for you the question: "What is the best way to train retail clerks to sell our goods?" For instance, if yours is a product distributed through grocery stores, you will certainly not want a correspondence course that takes six months, perhaps, to distribute. On the other hand, if your goods are sold, we will say, through jewelry stores or optical stores which presuppose an intelligent type of salesperson, you have greater latitude in the choice of an educational method.

Suppose you have never before done any educational work among retail salespeople and you are seeking some method of training them to sell your goods. In that case, you need a plan which is complete in itself, well rounded and not dependent on other forms of instruction to interpret it. If, however, you have an instructor constantly visiting stores and talking to salespeople, you may decide to supplement and extend her training efforts by means of an educational bulletin or a sales manual. The nature of your instructor's work, what she says, how she says it, will then determine, to some extent, your method of approaching salespeople in print. Advertisers who have two or three different methods of approaching salespeople find it essential to co-ordinate the training, so as to get the reflected benefits



# FOLDERS

**Putting "pep" into an advertising folder means mixing brains with printers' ink.**

**An odd shape or unusual fold, an uncommon color combination—any or all of these help to move the goods off the shelves. Especially if the folder carries the dealer's name and address.**

**Make a note now. "See Francis on the next folder."**

## **CHARLES FRANCIS PRESS**

**PRINTING CRAFTS BUILDING  
461 EIGHTH AVENUE, NEW YORK**



of each form. This means, specifically, that a traveling instructor makes it a point to recommend and to distribute printed material; that the bulletins or manuals not only supplement, but receive fresh ideas, from the contacts of the traveling instructor with salespeople. The best results of two or three forms of training operated by the same advertiser are obtained by having these plans well organized, unified and well-knit.

It is almost too obvious to mention that the educational appropriation limits your choice of methods. Experience has proved that the best results among salespeople for a limited sum of money are obtained by means of the printed bulletin—twelve issues a year. One national advertiser who has used educational bulletins, twelve a year, for salespeople has reduced the cost, inclusive of editorial expense, art work, printing and postage, to an average of \$310 a month. There is almost no form of retail training by manufacturers that yields better results for a proportionate cost.

#### TRAVELING INSTRUCTORS ARE BEST

Of course, the traveling instructor is by far the most desirable and effective method of training salespeople if a firm has money available to keep such a man or woman constantly traveling.

The experience of many concerns proves, too, that if you have only a limited sum for training work, it is more practical to reach as many clerks as possible regularly than to confine your intensive educational efforts among a few of your best accounts. Likewise, advertisers have found that it is folly to spend money for educational work among retail stores that are already making satisfactory sales of their lines. The same sum of money spent among stores that actually need assistance produces proportionately greater returns. This may seem plain, but it is surprising how many concerns are inclined to favor their "good accounts" in training salespeople and to neglect weaker distributors who have

much more to gain by training help.

Consider the educational plans of your competitors, *not* with a view to imitating, but to avoid surfeiting salespeople with the same kind of training. It has happened that one manufacturer is successful with a given form of retail training, and competitors tend to follow along the same lines. Result: salespeople in that field are deluged with the same type of educational material which loses its force because of repetition.

In making sure that the retailer will use your educational material, you will do well to ask yourself the question: "Are we carrying out our training plan in the best possible way?" Here are a few practical suggestions for handling educational work, based on experiences of various national advertisers:

1. Do not attempt to adapt an educational plan that has been successfully operated by another concern, and expect similarly gratifying results. *There is no educational plan that is capable of universal application.* Even under conditions that seem almost identical, results may differ. This is because in training work you are dealing with human beings, not with facts or figures.

2. In working along the lines followed by another advertiser in educational work, remember that perhaps that concern has spent years creating good-will among clerks. This means that, in starting your plan, you cannot expect a similar response at the beginning. Bear in mind this fact: training work among retail salespeople is slow. *You cannot see immediate results, either in sales or in clerk response.* Some concerns have spent years to establish a close contact, and have been satisfied to progress slowly, without expecting immediate returns. This whole machinery of clerk education moves slowly, ponderously, and you are cautioned not to grow restless, at the end of a year, and decide "to change to something new."

3. Moreover, it is well to re-

**OFFICE MEMO**

To: Advertising manager  
Don't stop Florida advertising this  
summer. Keep the Florida Times-Union  
on summer list.

I've just returned from Florida.  
They had a wonderful tourist season.  
Crops were good and growers made money.  
Our products should sell well this  
summer.

So I want Florida kept on our  
list. We can't afford not to. Many  
of our products now are to. Many  
English New York, Chico, Missouri and  
other states. They'll keep buying in  
Florida if we keep our story before  
them.

Don't worry about the "I-bean-so  
going to back up" distributors and  
dealers in that state as we never have  
before. I had a lot of fun this win-  
ter but I kept my eyes open, and min-  
ed that the facts justify extra, and min-  
ing agency act accordingly.

*G.E.F.*

1 of a series of impres-  
sions of Florida in 1928,  
from the viewpoint of the  
business man.

# After a FLORIDA vacation

MANY a business executive is going back to his desk after a Florida winter vacation, with new ideas about this state as a market for nationally advertised and nationally distributed products in all lines—coal excepted. This new picture of Florida—and Jacksonville, the key to the Florida market—will result in more summer advertising. For—

*Complete local coverage and state-wide  
market influence are to be had through*

**The Florida Times-Union**  
JACKSONVILLE, FLA.

# The Sunpapers in Baltimore in

## November

Daily (M&E) 257,620  
Sunday 200,384

## December

Daily (M&E) 259,896  
Sunday 199,549

## January

Daily (M&E) 265,677  
Sunday 199,907

## February

Daily (M&E) 268,579  
Sunday 200,136

and

# AGAIN...

# In March-- Largest Circulation in Sun History Daily (M & E)

# 271,187

A Gain of 16,225 Over March, 1927

---

# Sunday----- 203,370

A Gain of 3,253 Over March, 1927

---

*Everything in Baltimore Revolves Around*

**THE**  
MORNING



EVENING

**SUN**  
SUNDAY

JOHN B. WOODWARD  
Bowery Bank Bldg., 110 E. 42nd St.  
New York

GUY S. OSBORN  
300 N. Michigan Ave.  
Chicago

C. GEORGE KROGNESS  
First National Bank Bldg.  
San Francisco

A. D. GRANT  
Constitution Bldg.  
Atlanta, Ga.



## all under one roof

How easy to keep in touch with the family living under one roof—to know their likes and dislikes, to influence them in their daily living and buying habits.

You can reach the people of New Orleans and surrounding territory as easily as if they lived under one roof, for they have one habit in common, that of reading The Times-Picayune. It is the favorite shopping guide for men and women.

Get acquainted with the South's greatest metropolis, get under this roof that covers 90,000 families! Remember "The Times-Picayune ALONE can sell it."

# The Times-Picayune

**In New Orleans**

Member 100,000 Group of American Cities, Inc.

Member Associated Press

Representatives: Cone, Rothenburg and Noee, Inc.

Pacific Coast Representatives: R. J. Bidwell Co.

member that education is largely repetition, and if you feel that your bulletins or your educator's talks contain much the same material, month after month, bear in mind that it is not nearly so familiar to clerks as it is to you. You may be tired of hearing the "old stuff" repeated, but to many people behind counters it is an enthralling new story. *Give your educator or your training work a chance; it often takes two years to build up contacts with clerks.*

4. In starting a new educational program, launch it with proper ceremony. In other words, set the stage for it. Do not start out on training work and expect merchants, buyers or salespeople to be wildly enthusiastic about it. Announce it beforehand; describe it; get your trade all sold on it before you start distributing your material. They will be much more interested in receiving your data if it has been adequately featured beforehand.

5. If your training work is conducted in stores that have educational or training departments of their own, take the time to introduce it to these sections, in addition to the merchandising divisions of the store. Educational directors of retail stores are more than eager to receive educational helps from manufacturers, if they are told about it. They will back up your training efforts, if your plan is of the right kind.

6. Do not expect too much of any educational work. Remember always that stores and salespeople are "out for themselves," and that their sole interest in you and your training help is what they can gain from it. It is a mistake to assume that store people are personally interested in any one manufacturer. Approach them always in terms of their own interest, and you gain a much better reception.

7. Before attempting direct contacts with salespeople, be sure that store executives know of your plan. Nothing makes a worse impression than to have a manufacturer's representative in earnest conversation with a group of salespeople, if the buyer, floor

manager, or merchant has not been told in advance of this attempt at educational work. To insure proper support and backing, sell as many individuals as necessary on your training plan.

8. Last—and most important—is the urgent advice to *make your educational work general*. If your product is shoes, tell salespeople all about shoes in general. If you want to make mention of your particular brand of shoes, do it occasionally and casually. Avoid laying too much stress on your own goods. If your competitor is benefitted by your training work, well and good. The most successful educational efforts of national advertisers today are those that are general in character. Moreover, the concerns to which merchants point as carrying on the most effective work among clerks are those conducting educational work of this type. A certain amount of altruism is essential if you want to make sure that the retailer will use your educational material.

#### A. C. Horn Company Appoints W. H. Wahl

W. H. Wahl has been appointed sales promotion manager of the A. C. Horn Company, Long Island City, N. Y., manufacturer of paint, varnishes and waterproofings. He was formerly advertising manager of the American-La France Fire Engine Company, Inc., now the American-La France and Foamite Corporation.

#### New Account for Baltimore Agency

The Puritan Knitting Mills, Inc., Philadelphia, manufacturer of Puritan sweaters, has placed its advertising account with The Joseph Katz Company, Baltimore advertising agency.

#### W. Roy Barnhill, Publisher, "People's Home Journal"

W. Roy Barnhill has been appointed vice-president and publisher of the *People's Home Journal*, New York. He will continue as an officer and director of Roy Barnhill, Inc., New York.

#### "Montreal News" Appoints J. W. Bonsor

J. W. Bonsor has been appointed general manager of the *Montreal News*, *Montreal News*.

# Trouble Shooters vs. Trouble Makers

So Long as Advertising's Critics Don't Plant Poison, They Needn't Be Feared

PRATER PULVERIZING COMPANY  
CHICAGO, ILL.

*Editor of PRINTERS' INK:*

I am enclosing a letter received in this morning's mail. Is this an attempt to make us dissatisfied with the honest efforts of our good advertising agency or is it merely another petty graft? It is a new one to me and I wonder how many others received a similar appeal to their "sporting blood."

RALPH PRATER,  
Vice-President.

MR. PRATER encloses a proc-  
essed letter from a firm of  
commercial artists which offers to  
revamp an advertisement for one  
of the Prater company's feed  
mills, "making it not only more  
attractive but stronger and more  
distinctive, so it will catch the  
reader's eye as he turns through  
the pages of the publication." For  
\$5 the studio's idea man and artist  
will send a pencil sketch of the re-  
vised piece of copy to Mr. Prater  
for his approval. If he likes it  
the studio will then make a fin-  
ished drawing and cut for \$26  
more.

"If you don't like the ad you're  
out five bucks and we're out our  
profit on the finished job," the letter  
reads. "If you take it you're in  
a better ad and we've got \$26  
to rattle in our pocket.

"What do you say? How's your  
sporting blood today?"

Among those who are conscious  
of advertising to any marked de-  
gree the temptation to criticize in-  
dividual advertisements as they  
appear in newspapers, magazines or  
on poster boards is restrained only  
with difficulty. Pointing out the  
strength or weakness of the vari-  
ous details that go to make up a  
complete advertisement has become  
a fascinating pastime. It can be  
no more than a pastime, for the  
reason that the critic, nine times  
out of ten, knows little or nothing  
of the advertiser's aims or plans.

It is for that same reason that  
the chap sitting in the bleachers  
who is eager to fill the role of  
trouble shooter sometimes be-

comes a first-class trouble maker.

Within the last few months  
there has come to the attention of  
PRINTERS' INK a rather large  
number of cases where outsiders,  
sometimes outsiders possessing next  
to no advertising experience or  
training, have succeeded in stirring  
up dissatisfaction in manufacturers'  
minds concerning their advertising.  
In one case an Ohio rubber  
manufacturer found himself  
the recipient of a long series of  
letters condemning his advertising.  
Every time one of his advertisements  
appeared in a general medium it prompted a letter from a  
self-appointed critic in a city several  
hundred miles away. The copy was illogical. The art work  
was wrong. No one but a mis-  
guided novice could have approved  
such layout and typography.

Now it is a peculiar fact that  
some advertisers will pay scant at-  
tention when their advertising is  
praised, even when a discriminating  
and acknowledged judge passes  
flowers over the footlights. But let  
a trace of unfavorable com-  
ment reach the advertiser's ear and  
he is up in arms. His own ad-  
vertising department and agency are  
thrown on the defensive. As a  
rule they can take care of them-  
selves, but ridding the advertiser's  
mind of the suspicion that all is  
not right is not so easy.

In the case of the rubber manu-  
facturer, he promptly started to  
wonder if his advertising was as  
good as he should be getting. The  
writer of the letters did not want  
to handle the account as an ad-  
vertising agent. He merely proposed  
that he be retained as counsel to  
work with the agency and the ad-  
vertiser. Wasn't an interview  
worth arranging? An investigation  
revealed a rather pathetic situa-  
tion. The critic was a man who,  
his relatives admitted, had become  
slightly demented.

Another incident is worth re-  
counting. The head of a large en-

## Birmingham's Style Show

To show North Alabama and Birmingham that Birmingham is one of the style centers of the South, The Birmingham News and Age-Herald held a style show, using only the regular stocks of Birmingham merchants. Forty stores cooperated in furnishing merchandise—thirty models displayed over a hundred of the latest Sports, Street, Afternoon and Evening costumes. Miss Charlotte Williams, New York Stylist, came down to manage the show, selecting merchandise and models and making all arrangements. During the three nights of the show, 15,000 people stormed the doors of the Municipal Auditorium. The second night, the house was packed—and the auditorium seats 6,500 people. Such events as this can only promote good will among readers and advertisers alike and accounts for the high standing The News and Age-Herald enjoy in the great Birmingham market.



## The Birmingham News

AND  
**AGE-HERALD**

The South's Greatest Newspaper

Morning

Evening

Sunday

National Representatives

**KELLY-SMITH COMPANY**

New York—Chicago—Boston—Philadelphia—Atlanta

terprise in the Middle West is regarded generally by his associates as an excellent type of production and finance executive. He knows next to nothing of advertising and wisely delegates everything relating to advertising to a competent advertising manager. He began receiving letters recently from a man who assured him his advertising was all wrong. One of these letters hit on a point which had bothered him for some time and he asked the head of the agency, the agency's copy chief and his advertising manager to come in and talk things over. They spent a half day ironing out his imaginary objection.

How shall one distinguish the trouble shooter from the trouble maker? Most advertisers will have to answer that question for themselves, when and if it arises. One thing, however, is certain. The chap who honestly fancies he can correct some supposedly serious defect in the advertiser's use of printer's ink won't spread poison. He will not try to undermine the relation existing between the advertiser and his agency. He won't try to sell his ability by slurs and recrimination. If he does, the advertiser can catalog him immediately as a chronic malcontent.

As for Mr. Prater's query regarding the unsolicited inquiry he received, there is no occasion for deep concern on any score. Obviously there is nothing vicious in the offer it makes. Nor does it violate any code relating to the sale of advertising service or counsel. Our guess is that his own advertising agency's valuation of the offer will be about right.—[Ed. PRINTERS' INK.]

#### Appoints Doremus Agency

The Standard Mailing Machines Company, Everett, Mass., manufacturer of stamp affixers, sealing machines, etc., has appointed the Boston office of Doremus & Company, advertising agency, to direct its advertising account.

#### New Business at Buffalo

John E. McNamara, recently with the advertising department of the Buffalo, N. Y., *Evening News*, has started an advertising business at that city under his own name.

#### A Refutation of One Version of the Origin of "30"

##### ARTFILM STUDIOS, INCORPORATED

CLEVELAND, MARCH 31, 1928

##### Editor of PRINTERS' INK:

If there are many printers who are readers of PRINTERS' INK, as there no doubt are, you will probably get several letters similar to this one.

In your issue for March 29, Ted Seideman, manager of the Babcock Printing Press Manufacturing Company, gives as his explanation of the use of "30" that typesetting machines cast a line of that maximum length in pica ems.

That explanation would be first rate if it were not a fact that this same "30" was used long before typesetting machines were used—at least, before they came into practical use. And it was long after they came into practical use that the length of line became as great as 30 ems.

H. E. GRIFFIN.

#### American Tobacco Elects Vincent Reggio

Vincent Reggio, sales manager of the American Tobacco Company, New York, Lucky Strike cigarettes, Tuxedo tobacco, etc., etc., has been elected an assistant vice-president. He will continue as sales manager.

Charles F. Neiley, also was elected a vice-president. He had been secretary and is succeeded in this office by Richard J. Boylan.

Mr. Reggio, Mr. Neiley and Mr. Boylan each have been w.t.h. the American Tobacco Company for about twenty-five years.

#### J. L. Walsh Joins Guardian Detroit Bank

James L. Walsh has resigned as a vice-president of the McGraw-Hill Publishing Company, New York, to become a vice-president and a member of the board of directors of the Guardian Detroit Bank, Detroit. He will retain his membership on the board of directors of the McGraw-Hill organization.

Before entering the publishing field, Mr. Walsh was for many years with the Bankers Trust Company, serving as its resident officer at Chicago.

#### Joseph Reynes with Matteson, Inc.

Joseph Reynes, formerly an account executive with Martin-Gesner Advertising, Inc., New Orleans, has joined the sales staff of Matteson, Inc., Houston, Tex., outdoor advertising.

#### W. L. Douglas Shoe Appoints Street & Finney

The W. L. Douglas Shoe Company, Brockton, Mass., has appointed Street & Finney, Inc., New York, as its advertising counsel.

# 700,925 Copies Sundays —a gain of 47,488

THE NET PAID SALE of the Sunday edition of The New York Times averaged 700,925 copies for the six months ended March 31. This new high record represents a gain of 47,488 copies over the corresponding six months last year. Of this increase 72% was in suburbs and city.

The average weekday sale for the same period was 405,707 copies, a gain of 30,458.

Intelligent readers increasingly prefer the high quality of The Times news weekdays and Sundays and of the Magazine and Book Review and Rotogravure Picture Sections.

## The New York Times

another

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in business

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Cosmopolitan

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the largest

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in lineage

index

ward curve

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has just closed

June issue

and dollars



**The  
Home  
Newspaper  
for  
271,662  
Families**

**These eight Booth Newspapers reach  
the buying power in Michigan  
with a combined circulation of**

<b>City . . . .</b>	<b>170,835</b>
<b>Suburban .</b>	<b>77,892</b>
<b>Country . .</b>	<b>22,935</b>
<hr/>	
<b>TOTAL</b>	<b>271,662</b>

Combined statement of Net Paid circulations as made to A. B. C.  
for 6 months ending March 31, 1928 (Flint and Jackson are for 3  
month periods.)

**Grand Rapids Press**  
**Flint Daily Journal**  
**Jackson Citizen Patriot**  
**Bay City Daily Times**

**Saginaw Daily News**  
**Kalamazoo Gazette**  
**Muskegon Chronicle**  
**Ann Arbor Daily News**

**I. A. KLEIN, Eastern Representative**  
50 East 42nd St., New York

**J. E. LUTZ, Western Representative**  
6 North Michigan Ave., Chicago

**THE BOOTH PUBLISHING CO.**

# Where to Look for the Big Sales Argument

How Bayuk Cigars Took a Long Manufacturing Story, Condensed It to a Phrase and Made it the Keynote of a National Advertising Campaign Which Resulted in a 100 Per Cent Increase in Sales in Some Cities

By Roland Cole

ONE of the most difficult things to teach a new salesman is the way to use a manufacturing story most effectively. Nothing is so hard to make alive and interesting as a story of carefully selected materials, expert workmanship and fine finish, whether the product is a 5-cent package of chocolate, a mechanical pencil or a cigar lighter. The prospect looks bored the minute the salesman begins to talk to him about ingredients or construction.

In a great many lines of business a manufacturing story would be of supreme importance in selling. This is true of resale products of low price, like bread, candy, gasoline, as well as of industrial products, like wire, varnish, castings and others. Yet many concerns having raw materials or manufacturing processes of unique value ignore them in selling, thinking customers indifferent, when a recital of these features would be the very thing that would give their products a preference.

Such a story is that of Bayuk cigars. It has a wide application in the field of advertising and special significance, not only for the reasons I have just mentioned but because, first, it suggests that often a concern's biggest and most effective sales argument is some too-familiar story of raw materials or production, and, second, because it shows how a good argument can be developed and improved, and how its application can be extended

and its effectiveness strengthened through close study and continued use.

About four years ago Bayuk Cigars, Inc., adopted the slogan, "It's Ripe Tobacco," in its advertising. The company manufactures cigars exclusively. It has five brands, Havana Ribbon, its origi-



THIS PICTURE, WHICH APPEARS IN PRACTICALLY ALL BAYUK ADVERTISING, CONVEYS TO THE CIGAR SMOKER IN A MOST CONVINCING WAY THE WHOLE BAYUK SALES STORY

nal and leading brand; Philadelphia Hand Made, a cigar with national distribution; Mapacuba, a leader in many sections of the country; and two other brands, very popular in particular sections; Charles Thomson and Prince Hamlet.

How the company came to discover the selling value of the slogan, "It's Ripe Tobacco," was told in PRINTERS' INK of April 30, 1925, and need not be repeated in detail here. It is enough to say that since the establishment of the Bayuk business in 1897, Samuel Bayuk, the founder and present president of the company, has al-

ways bought the tobacco. From the beginning and throughout the company's history he has used only "ripe" tobacco, or the leaves that grow on the middle section of the tobacco plant. The top, or sucker, leaves are the last to grow and are therefore under-ripe and bitter to the taste. The bottom, or sand leaves, being the first to grow, are over-ripe and flat to the taste. "Ripe" tobacco is the only kind used in the making of Bayuk cigars. While this fact had been a guiding principle with Mr. Bayuk in the making of cigars from the establishment of his business up to 1925, it had never been systematically used in selling or capitalized in Bayuk cigar advertising during that period. It was looked upon as one of those obvious facts which, it is assumed, everyone knows.

When in 1925, the sales and advertising value of "It's Ripe Tobacco" was recognized, and plans were made to feature it prominently in advertising to the trade and to the consumer, an unsuspected advantage revealed itself, viz., the slogan was a tie-up for all five Bayuk brands which made advertising on a national scale possible. Before that time, the advertising of each brand had to be restricted to the particular territories in which the brand had distribution. Featuring all five brands together in a single advertisement permitted the institutionalizing of the "It's Ripe Tobacco" idea in connection with a merchandising campaign among Bayuk salesmen and jobbers and jobber salesmen. Jobbers and their salesmen received a letter and a ripe apple, carefully selected for its degree of ripeness, each apple wrapped in an attractive paper napkin, a proof of the first magazine advertisement laid on top of it, and the whole packed in a box upon which was printed, "It's Ripe Tobacco." In each package a printed card read, "A ripe apple makes the best eating. Bayuk Cigars of Ripe Tobacco make the best smoking."

The national campaign was launched in 1925. Advertisements built up around the slogan, "It's Ripe Tobacco," appeared in a list

of trade periodicals. Page advertisements in color were run in a list of nationally circulated magazines reaching the consumer. A representative advertisement in this series consisted of an illustration occupying the upper half of the page. A man, his wife, and son, were shown at their table, the man smoking a cigar, his wife and boy eating grapes. A servant holding a plate full of grapes stood nearby. A bold caption across the top of the picture said, "It's Ripe Tobacco!" A side caption read, "You would not eat over-ripe or under-ripe grapes. We feel that you should be even more particular about insisting on ripe tobacco in your cigars." The lower portion of this advertisement consisted of five horizontal panels in which each of the five brands of Bayuk Cigars were illustrated, described and priced. Other advertisements compared ripe tobacco with a ripe apple, plum, peach, banana, or some other fruit. This was as far as the ripe tobacco idea was developed in the company's advertising during the first year.

#### A NEW COPY IDEA

In 1926 newspapers were used in order to drive home in particular territories the idea that the slogan, "It's Ripe Tobacco," had special and particular application to the brand or brands of Bayuk cigars sold in each territory. At the same time a new copy idea was developed which has since become a marked factor in the company's success. This idea was nothing more or less than a simple line drawing of a tobacco plant, with top leaves drawn in heavily to indicate under-ripeness, the leaves on the middle section of the plant drawn in clear and healthy looking to show ripeness, and the bottom leaves drawn in faintly and frayed to indicate over-ripeness. The three sections were lettered boldly, "bitter," "perfect smoking" and "flat," respectively.

A. J. Newman, general sales manager of the company, explained the development of the idea as follows:

"This idea of representing the meaning of ripe tobacco by means

More than  
200,000  
Daily



More than  
440,000  
Sunday

5c. DAILY

April 12, 1928

10c. SUNDAY

## L. A. COUNTY BUYS 42% OF NEW CARS SOLD IN CALIF. IN 1927!

Now HAS 40% OF  
ALL CARS IN STATE

FORTY-THREE per cent of the automobiles sold in California, Oregon and Washington during 1927, were sold in the eleven Southern California counties! These are the startling revelations of a recently compiled report, based upon Motor Vehicle department figures of the three states.

58% in So. Calif.

Of the sales in the State of California alone, the 11 Southern counties purchased 58% of the new cars, while the 47 Northern counties bought the other 42%!

California absorbed 172,639 new automobiles during 1927; Southern California bought 100,003 of them!

And 42% of the total California sales, were made IN LOS ANGELES COUNTY ALONE, the territory in which is located the EXAMINER REGION, where 87 out of every 100 families receive The Los Angeles Examiner's big Sunday Automobile Section!

40% of All Cars

So much for NEW cars. Observe, now, registered motor vehicles in service. There are 1,736,765 of them in California, of which 40% are in LOS ANGELES COUNTY ALONE, and 57½% in the 11 Southern counties of the State.

That's purchasing power, stripped of generalities and guess-work. And The Los Angeles Examiner covers it every Sunday in the year TWICE as thoroughly as any other Sunday morning paper in the territory, while, on the other six days a week, it offers the largest morning circulation West of the Missouri, and the greatest home-delivered of any paper! Besides that, in a recent survey, two out of every three expressed a first interest in the Examiner's automotive section!

### Reflections!



Unique among retail establishments is this outdoor patio of the I. Magnin Co., in Hollywood. Two young ladies reflect upon today's fashions in the placid face of its pool, bordered by flagstones, fronded palms and gridded windows. I. Magnin's is one of the large group of ultra-smart shops that find Examiner advertising a very profitable investment.

Every Morning:  
More City  
More Suburban  
More Tributary  
Circulation!

of a simple drawing in our advertising took hold immediately. It made our slogan mean something to both our dealers and consumers. It was so successful in stimulating sales by putting our story over that we decided to develop the idea still further. Consequently, in our 1927 newspaper campaign we took this line drawing of the tobacco plant and made a very simple addition to it, namely, we added a short explanation to each of the three sections to indicate why the top leaves were 'bitter,' why the middle leaves were 'perfect smoking' and why the bottom leaves were 'flat.' To 'bitter' we added, 'This tobacco is *under-ripe*,' to 'perfect smoking,' 'This tobacco is *ripe*' and to 'flat,' 'This tobacco is *over-ripe*.'

"The continued success of our advertising campaign during 1927 convinced us we were on the right track in the idea we had found for making our slogan mean something tangible to our trade and the consuming public. For 1928, therefore, we carried the idea one step farther. Opposite the caption 'bitter,' we wrote '*Under-ripe*. Bayuk never uses these leaves'; opposite 'perfect smoking' we said 'Ripe—the only tobacco leaves good enough for Bayuk cigars'; opposite 'flat' we said, '*Over-ripe*, Bayuk never uses these leaves.'

"Thus it may be seen how by logical steps we have brought this idea to the point where through the use of our slogan, 'It's Ripe Tobacco,' and a simple picture, we are able to convey to the average smoker, in a most convincing way, the whole story of Bayuk cigars. Proof of this is evidenced by the large sales increases which have been made throughout the country. In a number of metropolitan centers sales of Bayuk cigars have increased 100 per cent a year since this advertising started three years ago. Bayuk cigars are today selling 50 per cent more rapidly than the cigar industry as a whole in the different classifications. Our new factory in Philadelphia, which was completed last year, is already working at its capacity and an addition of equal size has been started.

"The larger portion of our advertising expenditure this year will be spent in newspapers. Separate advertisements are being used for each of our five brands of cigars, though our slogan, 'It's Ripe Tobacco,' appears in all of them. The numbers of papers used for each brand varies according to the popularity of the brands in particular localities. We have one list of 150 metropolitan newspapers on one brand, another of 300 middle-sized and small-town papers on another, of fifty Middle and Southwest papers on another, and so on. We believe in frequency of insertion rather than a few large advertisements at long intervals, and steady year-round advertising instead of 'three months in and three months out.' The size of space varies. On Philadelphia Hand Made cigars, for instance, we are using this year one and two-column advertisements, the single-column ones sometimes being full-column length."

A representative newspaper advertisement on Bayuk Philadelphia Hand Made cigars is one which measures two columns wide by fifteen inches deep. At the extreme top is the slogan and illustration of the tobacco plant. Under this is a four-line caption, very bold, and set in quotes, "This picture has taught me something about cigars." The copy, also in quotes, is as follows:

I used to think that cigars varied in quality simply according to types of tobacco and methods of curing. It never occurred to me before that there are various grades of leaves on the same plant. It's plain to me now. At harvest time the top leaves are usually under-ripe and the bottom leaves over-ripe. It's obvious that green top leaves are apt to be bitter; and that over-ripe bottom leaves have lost much of their flavor.

But I know at least one cigar that contains nothing but fine, full-flavored, *fully-ripe middle leaves*. That's Bayuk Philadelphia Hand Made. And what a difference it does make! Smoke so true and mild and fragrant I want to hold on to every delightful puff. Won't you gentlemen who enjoy smoking try Bayuk Philadelphia Hand Mades?

Beneath this is the signature and a large illustration of three cigars representing the three sizes in which Philadelphia Hand Made cigars are made.

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**Monarch of the Dailies**



***In San Francisco . . .***

**Three Good Reasons for  
Examiner Pulling Power**

***In the City . . .***

In the City alone The Examiner circulation is 84,205 Daily, and 130,717 Sunday. This is 9,952 more than the second paper Daily (an evening newspaper) and 77,627 more than the second paper Sunday (a morning newspaper.)

***Plus the Suburbs . . .***

In City and Suburbs The Examiner circulation is 139,856 Daily, and 239,422 Sunday. This is 40,968 more than the second paper Daily (an evening newspaper) and 136,034 more than the second paper Sunday (a morning newspaper.)

***Plus the Country . . .***

City, Suburban and Country circulation of The Examiner is 186,372 Daily, and 360,764 Sunday. This is 77,871 more than the second paper Daily (an evening newspaper) and 200,728 more than the second paper Sunday (a morning newspaper.)

**San Francisco Examiner**

***There Is No Substitute for Circulation***

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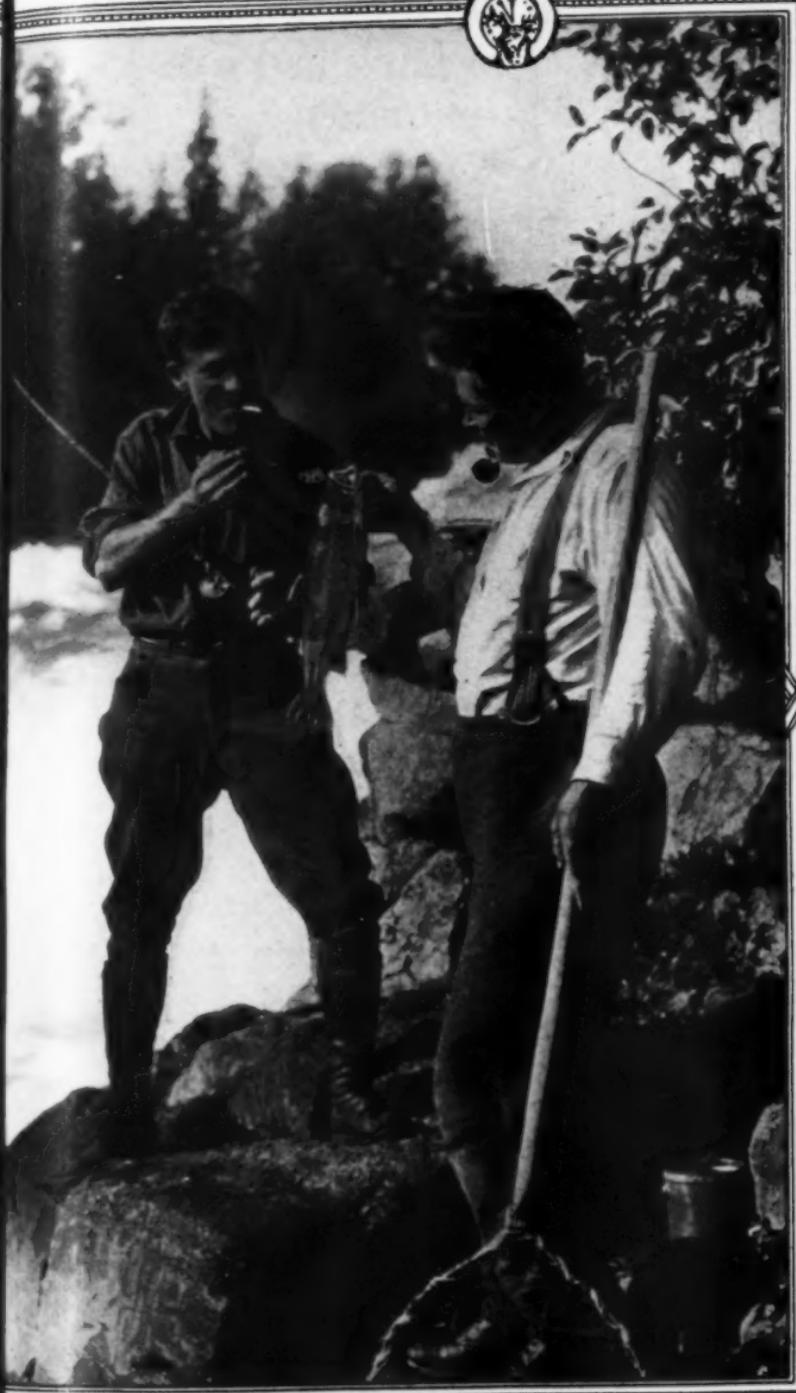


**The largest  
magazine  
for MEN**

**The Elks**  
*Magazine*

850,000 Identified Subscribers

50 East 42nd Street      New York City



# The Trade Commission Takes Another Whack at Price Maintenance

In Fact, It Takes Two Whacks, One at a Stove Manufacturer and the Other at a Radio Manufacturer

LIKE most Federal organizations, the Federal Trade Commission issues reports, from time to time, on its activities. Although these reports indicate that the Commission investigates a broad variety of business practices, they also give unmistakable evidence that a comparative handful of subjects receives more attention than all the others. Among this handful of subjects, and one which is perhaps as frequently singled out for investigation as any other, is that of resale price maintenance.

For example, within the last week the Commission handed down reports on two cases of resale price maintenance. In each case, the company involved agreed to abide by the ruling of the Commission and the cases were therefore disposed of by stipulation which means that no names are mentioned.

Involved in the first case is a corporation manufacturing radio receiving sets, parts and tubes. According to the Commission, this company, which sold through distributors who, in turn, sold to retail dealers, caused these distributors to enter into written contracts which were called "Distributor's Contracts." These contracts contained, among others, the following provision: "The products herein enumerated shall not be sold except at the price designated by respondent for the sale of said products to dealers . . . or shall not be sold with or as any donation, discount, rebate, premium or bonus." There was also an "Authorized Retailer's Contract," which contained much the same provision.

The Commission further claimed that the company caused distributors "to maintain such resale prices by threat" that it would not sell anyone failing to observe

them. It instructed distributors to refuse to sell to retailers who cut prices and employed salesmen and representatives who investigated reported instances of price cutting.

All this, and much more of a similar nature, is found by the Commission to constitute unfair methods of competition and the company involved has agreed "to cease and desist forever from directly or indirectly" engaging in any of these practices.

## THE SECOND WHACK

The second manufacturer is engaged in the manufacture of stoves. This manufacturer, the Commission maintains, also insisted upon its dealers maintaining specified resale prices. It "solicited and secured from its customers" reports of price cutting cases and threatened to refuse to sell these prices cutters. It urged dealers to enter into agreements among themselves to maintain resale prices, and, through various meetings of retailers which it conducted it encouraged these efforts to maintain the resale price. It "caused certain notations to be entered on its sales card records" of customers "who were alleged not to have maintained its resale price and who were not to be supplied with its products" until they mended their ways.

These, and other practices, are all condemned by the Commission and the company has agreed to discontinue them.

## New York "Journal of Commerce" Adds to Staff

Thomas Walsh, formerly with *Commerce and Finance*, New York, has joined the advertising department of the *New York Journal of Commerce*. Arthur Glynn, John Lydecker, and Mercer Sweeney have also been added to the advertising staff of the *Journal of Commerce*.

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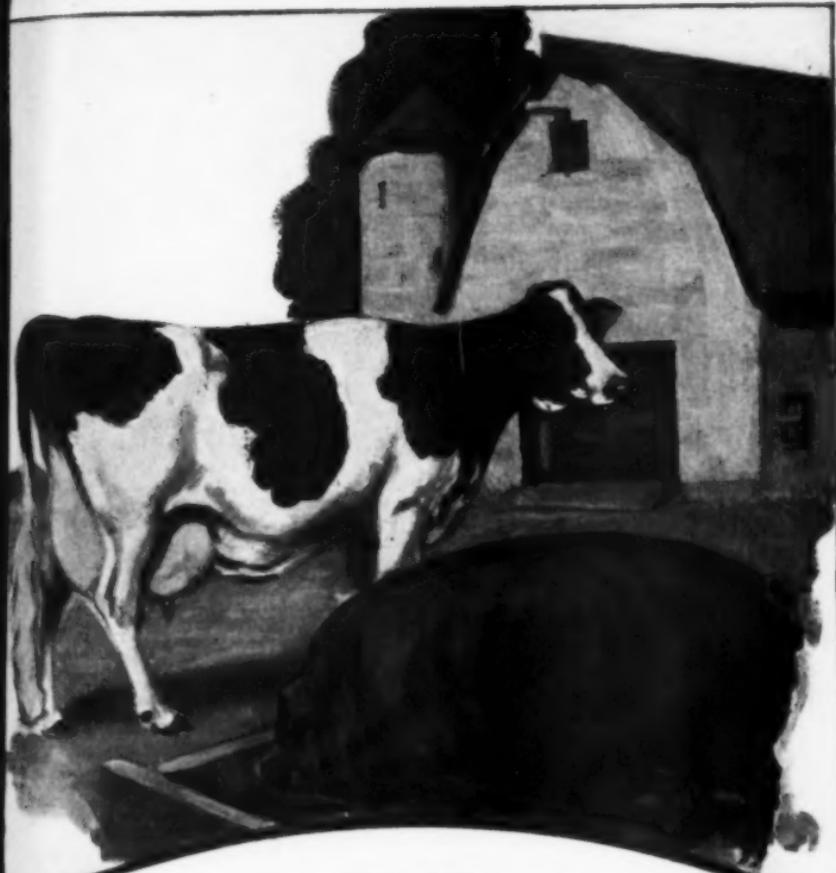
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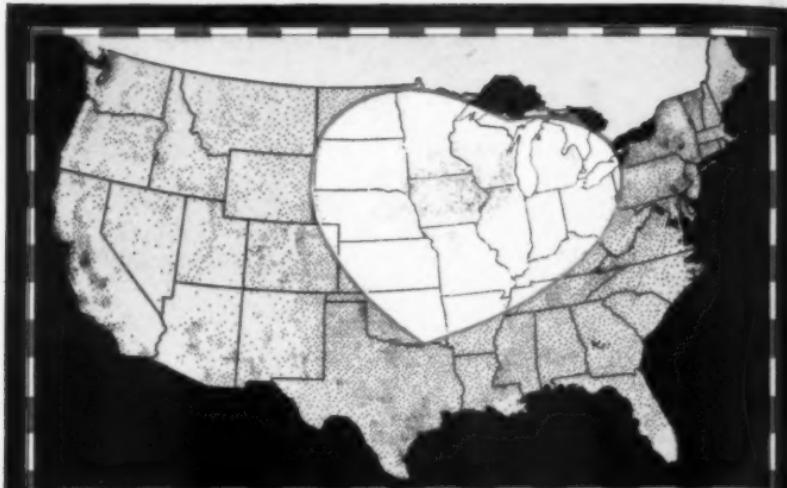
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LEADERSHIP  
WHERE CATTLE AND HOGS  
MAKE FARM BUYING POWER



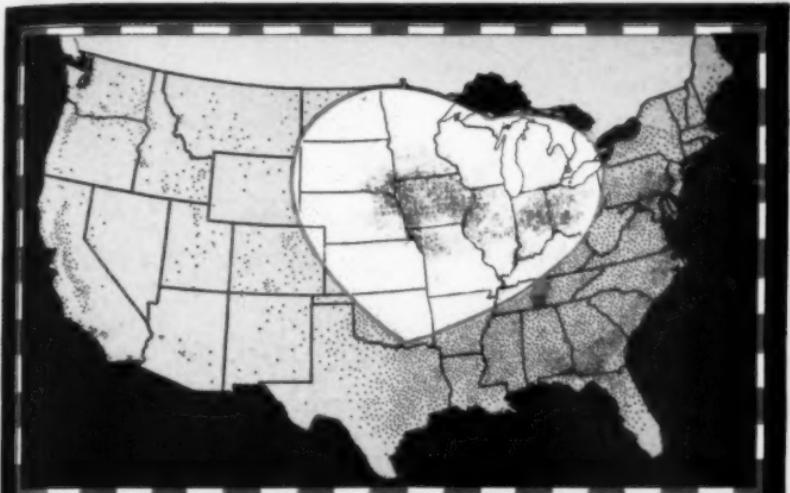


*Although cattle are more evenly distributed over the entire United States than any other livestock the "Heart" Section farmers own half (50%) of all the cattle.*



**T**HERE are thirty-four cattle to the square mile in the "Heart" Section of our great Middle Western farming territory—an average of only thirteen cattle to the square mile in other sections of the United States.

Cattle and hogs in the hands of the farmer have long been accepted everywhere as an index of his buying power—and so far as hogs are concerned the ratio between the "Heart" Section and the rest of the United States is even more convincing. In the "Heart" there are about forty-seven hogs to the square mile—in the Eastern States only eight to the square mile.



States are in the "Heart" Section where Successful Farming delivers 77% of its circulation.



WHY advertise to the Eastern farmer with his low buying power when Successful Farming offers 77% of its 1,022,048 circulation right in the "Heart" Section where hogs, cattle, telephones, building values, ownership of automobiles and tractors, all unite to prove that the "Heart" is the richest farming section in the world—the one place where you can reach farmers whose buying power equals or excels that of most urban individuals.

Successful Farming leads in influence in the "Heart" Section. A majority of its circulation is secured through its own controlled methods and 41% of its present sub-

scribers are renewals. No other general farm paper can offer a cleaner circulation—none so high a percentage of renewal. Can you ask better proof of the weight which Successful Farming carries with the real dirt farmer of the "Heart" Section?

Trying to buy farm papers as one ought to buy general magazines leads to disappointment. For farming is *regional—not national*—and farm paper circulation distributed according to national distribution of farms does *not* and *cannot* give even and large farm buying power. The average farm in the "Heart" Section is worth over one and one-half times as much as the national farm average.

Buy Successful Farming *first* on your farm list  
and make your advertising dollar work  
hard in the section where good  
buying power insures real  
farm sales of your goods.

# Successful Farming



MORE THAN A MILLION CIRCULATION

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# Don't Catch Volumitis

Why Not Make the Rest of This Year a Time for Profit, Not Just Volume?

As Told to Roy Dickinson

By William Zinsser

President, William Zinsser & Co.

IT is a catching disease, this volumitis. On goes the sales campaign at top speed. Quotas are raised, never lowered. All other issues are forgotten. Speed, more speed, until there is danger of the bearings being burned out. All because someone has forgotten to apply a few drops of oil from the lamp of wisdom.

So much stress has been placed on sales volume that the word has become almost a fetish. Yet there are probably few errors of business management more costly in the long run than following the assumption that volume at any price, and at any cost of quality, is the ultimate aim to which a manufacturer should aspire. Many companies are going after the last unprofitable 5 per cent of business merely because they want to beat a record. The prevailing idea that every business must make a big increase in sales volume each year is one of the causes of the senseless scramble for volume which has been leading to cutthroat price cutting, special concessions, commercial bribery, loss of quality, trading down and a host of other evils, and yet the final purchaser is not primarily interested in whether a concern has beaten or is beating last year's sales records. He wants and is willing to pay for quality merchandise. Neither is the stockholder interested in volume at the cost of lost profits. Some of us seem to have forgotten that profits, not mere sales volume, is the ultimate goal of business.

The thought of ever turning down an order seems to be almost a disgraceful one. "Meet the other fellow's price. We'll show him who is who and what is what. If he takes that order for less we will go still lower and make him sweat." These are some of the

angles which have led to a condition every business man ought to consider most carefully.

I have a slogan to suggest for the rest of 1928. It is this: "Let's Make a Profit." Let a few concerns in each industry who are not crazy about mere volume decide that they will continue to turn down five or more orders out of ten, and let the fellow who has his mind intent upon being merely big in sales volume get them. The manufacturer who is battling on a price basis alone is in the long run hurting himself, his stockholders and even his customers. Strange as it may sound, the manufacturer who comes around to the buyer with a cut price is not always even the best friend of the buyer. Such a manufacturer is often an enemy to the welfare of the whole industry. For low prices very frequently lead to the demoralization of the entire industry. Progress can never be made when goods are sold at less than cost. Somewhere along the line everyone is going to suffer and the consumer himself may eventually get goods at so low a price that he will finally find himself out of a job and unable to consume.

## EVERY COMPANY CAN'T BE LARGE

Every individual business can't be a tremendous one. And as I look over many fields it occurs to me that in these days it is very rarely the big leaders in each trade, waging price wars among each other, who are making a profit. Somewhere in that industry you will find a patient business executive who picks and chooses, who puts quality above price, who does not pretend to be the largest in sales, but very often is the largest in profits upon invested capital.

These men will be in business

long after the other fellows have drained their coffers dry. They may make fewer automobiles, fewer vacuum cleaners, fewer rubber tires than the others, but they will end their fiscal year with a profit.

And when we get right down to the point the only real reason for being in business is an annual profit. Artistic successes do not count at all. Financial reports in the newspapers at the end of last year carried statistical charts on the trends of various industries. It was more than a coincidence that these statistical charts could practically have been superimposed upon one another, and a composite draft of all of them would have reflected similar conditions in the various trades. In all of these charts the production line showed an upward curve, while in almost every instance the other curve visualizing prices to the consumer showed a decline. The inference was that because of greater production, costs to the ultimate consumer had come down. There was much talk of new economies in industry and new ways of cutting down the selling overhead due to consolidations which enabled each company to sell at a lower price to the consumer.

I don't want to minimize the effect of sound sales and advertising plans in their ability to add to the number of vacuum cleaners, shoes or cigarettes which a factory sold, nor to state that it is not possible to decrease the cost of making the individual item when volume is increased. Everyone knows that wonders have been accomplished in this line. But we also know that in all cases increase in volume was not sound last year. The truth is in many cases that the consumer price had gone down because competition had been more drastic than during any similar period. Prices came down not because of great savings in every case, but because lists with price cuts were given to salesmen with the hope that volume would turn the trick, but the very people who hoped this knew that they were simply hoping

against hope and many of them chose the easiest way to get sales.

In a price war in the automobile field, the accessory field, the vacuum cleaner field or any other field, Mr. and Mrs. Consumer seem to get the benefit for a while. They buy a product and enjoy it. They are getting bargains. Everything is rosy. They live at the top of their income. They are told that to save money is traitorous. The company where Mr. Consumer works is very busy. If at the end of the year, when his company takes stock of profits and it has not made money, he may be out of a job until the business readjusts itself. Many economists will agree, I think, that if Mr. Consumer keeps buying things for less than the cost of making them he is temporarily kidding himself and putting himself in a worse position in the long run.

The disease of volumitis has eaten into the health of the business structure. According to public figures in the Treasury Department compiled from 430,000 corporation tax returns, the average gross profit on sales of all lines of business has plunged from 23.7 per cent in 1924 to 17.8 per cent in 1925, 16.1 per cent in 1926 and less than that for 1927, when high-pressure salesmanship reached the bursting point. One hears talk about easy money and stock market activities as being indices of good business, but let us not kid ourselves too much on this. Easy money does not solve all our problems. It is, in fact, one of the influences which is intensifying the keen competition which I have mentioned previously. Easy money, which signifies an abundance of capital seeking investments, tends to lower the compensation of capital in all employment. The recent outburst of speculative frenzy in the stock market may, in my opinion, have a definite relation to the same phenomenon in England. In England the explanation is given that the "new poor" are gambling in an effort to overcome high taxes and living costs. It is probably not far off the mark to use about the same explanation here, and to think

# Los Angeles

A Community  
of Homes

One Big  
Home Paper

One Outstanding  
Advertising Medium

# Los Angeles Times

*Eastern Representative:*

Williams, Lawrence & Creamer Co.  
300 N. Michigan Blvd. 285 Madison Ave.  
Chicago New York

*Pacific Coast Representative:*

R. J. Bidwell Company  
742 Market St. White Henry Stuart Bldg.  
San Francisco Seattle

that, failing to make money in their own line, business men are trying to make it quickly in Wall Street.

When the head of a business who is so bitten with the bug of volumitis that he has ceased to show a legitimate profit on sales goes into the stock market, he can scarcely blame his clerks and salaried men who, in an attempt to keep up with the Joneses, use Wall Street as a "legitimate" method of bolstering up their annual incomes. If business were more intent on profit than on volume, executives from the president all down the line would be getting better salaries. As a matter of fact published financial statements show that most businesses are big but not rich. There are numerous examples to prove that the bigger some badly managed businesses grow in volume, the less are the profits.

My pessimistic array of facts is capable of being misinterpreted. I am not a pessimist. It merely seems to me that too many executives have the sales manager's angle alone. They are too intent upon volume. It seems to me also that we need a broader vision on the part of men in charge of sales and on the part of those in charge of buying than we have now. Let us realize that the prosperity of our country is built upon industrial profits. Every man in charge of an organization should have a closer knowledge of his own costs and then should have the courage to turn down profitless business. If this means that he has to turn down five orders out of ten which his salesmen bring in, it will be far better for him to turn them down and let the other fellow get them. Let us get rid of the fallacy of taking orders at cost to bring down the overhead. Let us believe more in co-operative competition and have less cutthroat price competition.

Let all of us get together in each industry to make a set of trade practices which are sound in business principle and then stick to them. Let us really stick to our guns and not truckle to every demand of the big buyer for us to

make a special exception in his case. Let us hire salesmen with real spine and back them by executives who will not weaken after the salesmen have made a gallant and instructed stand. Let us get a keener realization in the back of our minds that volume and profits are by no means synonymous. Let there be a conscious effort on the part of each individual house, proud of its name, in every American industry to be a builder and not a wrecker in its particular field. Let us all aspire and stick to a quality standard because then and then only can industry build for legitimate prices, a fair profit and a future not subject to the whims of the price competitor who, sick with malignant volumitis, has not the cash or the understanding to compete with the brains of his business betters.

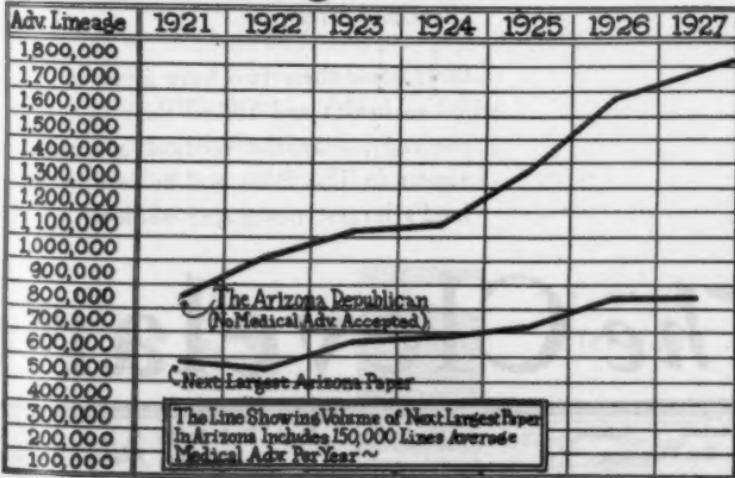
Let us realize that neither the man who has come up through the sales department nor the man who has come up through the production end is right by himself. Let us realize that any sound scheme of management has to take into consideration the mutual obligation of the distribution and production end of the business to pull together for the purpose of a larger profit at the end of the fiscal year. Let us all cease to worship the false god of volume only, and realize that to turn down the last unprofitable 5 per cent of volume is not only good business practice but mere common sense, and then if there are some people in every line who are so big that they want to grow even bigger in volume only and thus enter the charity business, let them get the unprofitable orders. The men who are running medium-sized businesses and who are in business not to build sales volume but to make profit will have to keep their sanity in this day of volume at any cost.

#### Appoints Devine-Wallis Corporation

The West Warwick, R. I., *Pawtuxet Valley Daily Times* has appointed the Devine-Wallis Corporation, publishers' representative, as national advertising representative.

PHOENIX, Ariz., Apr. 12, 1928. The great Coolidge dam across the Gila River above San Carlos will be serving lands in the Gila Valley by September, 1928, engineers in charge of construction announced today. The \$5,500,000 project will reclaim 100,000 acres of rich farming land, and plans are now under way for a power unit to serve the pump districts in the project. The water backed up by the dam will inundate the Southern Pacific tracks leading into Globe and the railroad will expend \$1,000,000 in relocating the right-of-way.

## National Advertising Volume Comparison Shows Arizona Republican's Dominance in Standing And Increasing Lead



# No Quack

MEDICAL advertisers who offer preparations for the home-treatment of poor eyesight, gall stones, dropsy—that promise to cure cancer, goitre, epilepsy, tuberculosis and other similar diseases; advertisements that give recipes that violate the prohibition amendment, that offer unusual returns from financial investments that make claims which cannot be substantiated; advertisers who play upon the innocence of children, farm publications that use questionable methods of securing circulation; none of these can use the columns of The Cleveland Press.

EVERY medical advertisement that appears in The Press has been censored twice. First, by the office of the editor-and-chief of all Scripps-Howard newspapers. Second, by the editor of The Cleveland Press.

Only after these two have given it a clean bill of health and affixed their signature to the copy, may the medical advertisement appear in The Press and be read by Cleveland's largest newspaper audience.

# *The Cleveland*

Detroit · Atlanta  
San Francisco

F I R S T   A D V E R T I S I N G

NATIONAL ADVERTISING  
250 Park Avenue, New York City

The Press rejects many thousand dollars worth of this advertising yearly to keep faith with its readers and to protect legitimate advertisers from unethical and untruthful competition.

Pressure is constantly brought to bear in an effort to get advertising of this type before the largest reader-audience in Cleveland, controversies without number are unendingly waged with disgruntled applicants—but The Press stands firm in its conviction

that a newspaper, to succeed, must not only tell the truth itself but must also insist that its advertisers abide by the self-same laws of honesty and square-dealing.

And Honesty Pays! Regardless of income, political or religious preference, racial or community characteristics, The Press is accepted, believed in, and read from first to last page by the great majority of Cleveland people.

Delivered to, and kept in, THE HOME—The Press is read—IN THE HOME—IN THE EVENING. Because The Press has many thousands more home-read circulation than any other Cleveland newspaper, it SELLS.

**The Press  
is the  
First  
Advertising  
Buy in  
Cleveland**

**No. 4  
AUTOMOBILE  
ACCESSORIES**

In 1927 The Press ran twice as much auto accessory advertising as any other Cleveland daily newspaper. More in six days than either other ran in seven days, more for local dealers than both other daily newspapers combined.

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**edPress**

SING DEPARTMENT  
N. Michigan Blvd., Chicago

N U Y I N C L E V E L A N D



*First in  
Cleveland*

Seattle • Portland  
Los Angeles



EIGHTY, LAFAYETTE STREET, NEW YORK

*is now a*

# Clayton Magazine

*To  
Sportsmen*

This means that the oldest outdoor magazine in America, which for fifty-five years has furthered the interests of anglers, hunters, outdoorsmen and game-breeders, is now in a better position than ever to serve them.

*To  
Advertisers*

This means that FOREST AND STREAM is now a part of a successful organization with wide experience in the publishing field and ample financial resources to carry through whatever it undertakes.

*W. J. Clayton*

*Publisher*

**W. J. DELANEY**  
*Advertising Director*

*If you are an Outdoorsman, read Forest and Stream*

# Reality or Imagination in Testimonial Copy?

Procter & Gamble Went to the Smiths and the Joneses for Their Chipso Testimonials and Used the Letters as Originally Written

By Bernard A. Grimes

**I**N the grand rush of advertisers for big name testimonials, are they losing sight of the influence of the Smiths and the Joneses? A perusal of current advertising would lead more than the casual observer to think so.

Testimonial copy today is a big parade of people prominent in the news of the day who endorse this product and recommend that one while, in comparison, the obviously genuine but unknown consumer has all but been blotted out of the advertising picture.

It is this situation which has as its mark the barrage of criticism now being directed toward the use of testimonials by super-advertisers. One advertiser neatly summed up this race for prominent endorsers and the growing skepticism it fosters of the genuineness of advertised claims, when he declared: "Authority is made by experience. Therefore, the humble person who has had experience can be an authority even more so than the scientist, manufacturer or anybody else who is generally called an authority. Witness the number of new uses for established products which have been uncovered by going straight to consumers for information."

It is his belief that when a woman wants to find out how a

certain product will work, she would much rather go to the woman next door than seek help from the domestic scientist. In her opinion, the neighbor next door is just as much an authority, maybe more so, than the smooth-tongued demonstrator who visits her home.

## Dollars... in PRIZES

for your Chipso thoughts!

Twenty-five women in Illinois writing a letter  
winning a prize!

Chipso is already saving hours of time

and every week for more than 20,000

New England women. This enormous

House & Gamble soap is finding new uses

everywhere every day. Why?

Because it takes the drudgery out of

cleaning-cooking and dusting.

Because it is the easiest product to use.

Because it does more work than old

fashioned soaps can do—without a cent of extra cost.

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Because it is



# Lincolns--Prospects

it's only  
*dream* advertising  
that sells  
Lincolns  
to  
Ford prospects

## The Outlook

120 East 16th St., New York

FRANCIS RUFUS BELLAMY, *Publisher*  
WM. L. ETTINGER, Jr., *Advertising Mgr.*

Chipso were discarded. There was left among the remaining testimonials enough excellent material based on actual experiences with the product to furnish copy for a campaign that appeared throughout the greater part of a year.

Some of the best letters were almost illiterate. Except for corrections in spelling and changes that would make the letters readable, they were used as they were written. Mrs. Spellissy, whose letter won first prize, probably would have been steered away from recording her Chipso experience had she not read, in the contest announcement, that she did not need an ounce of literary skill to write a prize-winning letter.

She took this friendly advice at its face value. Evidently she immediately went to work as a copy writer in the midst of her household duties for her letter was written with a lead pencil on a piece of scrap paper and almost illegible. These faults did not kill the life in it. It was the real thing. As a straight sales talk for Chipso, and as an argument against imaginative testimonials, read what Mrs. Spellissy had to say:

I am the mother of seven children and every mother knows how hard it is to wash children's clothes. I used to start at seven o'clock every Monday to do the family wash and I would be through at two o'clock. My back used to ache, and my poor fingers used to bleed from scrubbing. Even then, I would have to boil the clothes to make them clean. My gas bill every month was six dollars.

Four weeks ago a friend called to take me to the movies. I was so tired I couldn't go. I showed her the washing I had just done.

My friend said, "Kate you are a fool to be killing yourself over the washboard. Why don't you try Chipso? All you do is soak the clothes, then rub the soiled spots a little, and you'll be surprised."

I took her advice. And maybe I wasn't surprised! I was through washing in one hour—with my clothes nice and clean, with no boiling to do—and this month my gas bill was only \$3.30! Quite a saving, I'll say!

Above this straight-from-the-heart testimonial was the caption "With 7 Children Mrs. Spellissy Used to Begin Washing Before Breakfast and Finish After Lunch." This is only one of several score headlines rich in human-interest

appeal which Chipso users contributed to this campaign.

Mrs. Taylor told how she saved her sister's tea room furnishings with Chipso; twelve-year-old Catherine explained how she was able to wash the clothes and dishes and not miss school; Mrs. Higgins, at seventy-six, explained how she does her own washing but no longer rubs or boils her clothes, and through Mrs. Sullivan we learn what led her husband to say, "Well, for once the collars are clean."

If these Chipso consumers helped the copy writer in his headline problems, no less did they help the artist in getting unusual drawings. When it was learned that Miss Esty, alone, washed uniforms for fifty nurses, the artist illustrated that particular advertisement with a number of small sketches of nurses engaged in their various duties. Mrs. Heiberg offered expert advice. She does ten washings a week by hand. The artist pictured, in perspective, ten lines of clothes hung out to dry.

Would the copy writer have thought of telling the story of Chipso's use by a coast-guard seaman? Most unlikely. Yet a sailor sent along his testimonial. He has been going to sea for nearly eleven years and dubs washing as "the biggest problem of ship life." A drawing, truthfully labeled, "This is not a portrait of Mr. Patten," showed a sailor, trousers rolled up and barefooted, carrying a pail of newly washed whites. This is what Mr. Patten wrote:

I used to get a bar of soap and cut it up in small pieces, then boil the water until the soap dissolved. This is a rather long process. I find that with Chipso all I have to do is boil the water, throw in a handful of flakes and let my clothes soak for a couple of hours. A good rinsing and my clothes are clean and ready to dry. Several of my ship-mates are now using Chipso.

Sailor Patten's experience was a picturesque novelty. More practical for the purpose of the campaign was the experience of Mrs. Spellissy. This is typical of a certain type of woman who is keenly interested in her work about the house and who is always anxious



**There's Immense Purchasing Power  
in the Washington Market**

**H**IGHLY concentrated, within a 25-mile radius, including Washington and adjacent Maryland and Virginia—completely covered from one end to the other by The Star—Evening and Sunday with its direct to-the-home carrier service.

Over three-quarters of a million people are live prospects for every worthwhile commodity and luxury. Easily reached by The Star.

For any detailed information which you may desire, write our Statistical Department

**The Evening Star.**  
With Sunday Morning Edition  
WASHINGTON, D. C.

New York Office:  
DAN A. CARROLL  
110 E. 48th Street

Chicago Office:  
J. E. LUTZ  
Tower Building

## COMMON INDUSTRIAL MARKETING

# Price Courage

*... an advertising opportunity*

Editors' investigations into the price-cutting situation in some of the fields served by McGraw-Hill Publications have led to conclusions that are inspiring frank and interesting discussion.

These conclusions are being published or commented upon editorially in

Electrical World

Power

Electric Railway Journal

American Machinist

Engineering & Mining Journal

Engineering News-Record

... all urging buyer and seller to maintain profit, wages, product quality and service with adequate prices.

*Reprints of articles or editorials will be sent upon request to publishing headquarters, Tenth Avenue at 36th Street, New York.*

# McGRAW-HILL

New York

Chicago

Cleveland

St. Louis

## TING AND ADVERTISING PROBLEMS

No. 23 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

It is the purpose of Industrial Advertising to help the advertiser improve his profit, maintain fair price standards and develop markets . . . to help the industrial buyer improve his methods and products and reduce costs

If your company or client is in sympathy with this broad editorial work, here is a splendid opportunity to interpret your price maintenance views to industrial buyers. Your viewpoint should be received with special interest in the advertising pages of publications that are blazing a trail of new thinking on this subject.

It will be recalled that industrial advertisers were quick to seize the advertising opportunity afforded them two years ago when *Electric Railway Journal* editors launched the modernization program that is proving so effective in helping the electric railway industry back into the good health column.

## ALL PUBLICATIONS

Louis

Philadelphia

San Francisco

London

to talk about it. When housewives meet, whether over the backyard fence or at the bridge-table, household matters soon enter into the conversation.

Procter & Gamble recognize this circumstance and when they want facts they go direct to the homes for them. Their practice is to get information from representative users, sound the sentiments of the majority and, if any singing is to be done, sing the praises of the bona fide user and not play up the egotism of a selected few whose interest in the product is controlled by the dictates of managers, or the price paid by the highest bidder.

Those advertisers who encourage imaginative testimonials, if they would stop to consider, might come to the conclusion that in taking what looks to be a short-cut they have to travel just as far as the advertiser who succeeds in getting an endorsement in the original wording of the endorser. They may find that, for the money expended, originally written testimonials may be had at a cost that compares well with manufactured stuff. Anyone can trump up a testimonial in a readable language. Perhaps several may be originated that are as good as the real thing. No copy writer, short of a genius, however, can put the real thing into a complete series of improvised endorsements.

#### M. L. Pernice, Jr., President, Procter & Collier

M. L. Pernice, Jr., has been elected president of The Procter & Collier Company, Cincinnati advertising agency. He was vice-president. R. R. Wason and L. A. Braverman have been made vice-presidents.

H. P. Hance is now treasurer. L. H. Crane was re-elected secretary. All of these executives have been with the Procter & Collier agency for periods ranging from five to twenty years.

#### New Golf Magazine Published at Chicago

*The Amateur Golfer*, a new monthly magazine, is being published in Chicago as the official organ of the Amateur Golfers' Association of America. The first issue appeared in March. J. G. Davis is editor, Frank H. Harnden, managing editor, and W. E. Edgar, Western advertising representative.

#### Are Prizes for Clerks Unlawful?

SOME time ago the Federal Trade Commission issued an order prohibiting the Hoover Sweeper Company, of North Canton, Ohio, from offering or giving cash bonuses as rewards for sales to employees or salesmen of dealers who handle and sell Hoover sweepers or sweepers made by other companies. Inasmuch as so many manufacturers in other fields offer prizes of various kinds to retail clerks, this order was of keen interest.

It should be noted, therefore, that the Hoover company has submitted a proposed modified order and a hearing on this will be held by the Commission at Washington on April 16. It has been proposed by the Hoover Sweeper Company that the order be modified by adding the words "without the full knowledge and consent of the employers of such employees or salesmen."

In other words, it appears to be the contention of the Hoover company that bonuses or prizes may properly be offered to retail clerks provided this is done with the approval of those who employ these salespeople and other retail workers. The fact that the Commission has agreed to hold a hearing on this point may very well mean that the suggested modification of its original order is looked upon as not being without merit. Certainly every manufacturer who offers prizes to retail clerks will want to keep posted on the outcome of this hearing, inasmuch as if the Commission fails to approve of the proposed modified order, it may mean that any plan of special compensation for retail salespeople will be frowned upon.

#### Garment Account for Mars- chalk & Pratt

The Charles R. De Bevoise Company, Newark, N. J., manufacturer of brassieres and lingerie, has appointed Marschalk & Pratt, Inc., New York advertising agency, to direct its advertising account.

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OUTDOOR ADVERTISING  
*Through Your Advertising Agency*



Chrysler finds outdoor advertising an important link in its chain of propaganda. Campaigns are consistently increased to meet with the needs of a rapidly growing dealer organization.

# Chrysler

"52"      "62"      "72"      "80"

From its inception Chrysler advertising in all forms has been developed by

MACMANUS, INCORPORATED, DETROIT, MICH.

(over)

*Outdoor Advertising thro*



## Broadcasts Through the Outdoors 3rd Place in Sales in 42 Months

Simultaneously with the national periodical and newspaper advertisements setting forth the high sales position attained in record time by Chrysler, the message was blazoned forth on poster boards and painted bulletins the

country over. **C**hrysler's outdoor medium, the billboard, Chrysler was able to carry the news of its products on the same board as the news is placed through

THE NATIONAL OUTDOOR ADVERTISING ASSOCIATION

# Through Your Advertising Agency



# How Chrysler Introduces the Message of "27th to [cont]

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## ADVERTISING BUREAU, Inc.

(over)

# OUTDOOR ADVERTISING

## Through Your Advertising Agency

In order to further the proper understanding of Outdoor Advertising, and how it works, the National Outdoor Advertising Bureau, Inc., has prepared a very complete presentation of this medium, called:

### *"Outdoor Advertising and the Agency."*

This book just published gives in graphic, interesting and helpful form the record and facts of the Outdoor Advertising medium.



It is in a very real sense a textbook of outdoor advertising. Each agency member of the Bureau has a copy of this book available to all its clients.

## *National Outdoor Advertising Bureau*

INCORPORATED

New York

Chicago

Detroit

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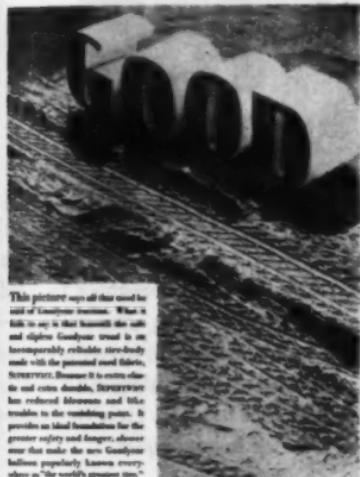
# Putting an Artist to Work on the Name Plate

Illustrative Features Accomplish Much in the Way of Adding Interest to Commonplace Signatures

By W. Livingston Larned

LEE C. MOORE & COMPANY, INC., manufacturer of tubular steel derricks and user of space in a large list of publications read by specialists and the public in general, has apparently arrived at something new in the

work of the artist is the deciding factor. One compelling illustration shows the name, hand-drawn, in giant letters of white, superimposed against a gray sky. It rises impressively from an oil field, where the steel derricks seem small



This picture says all that need be said of Goodyear tires. What it fails to say is that Goodyear is safe and durable. Goodyear tread is an incomparably reliable tread-body made with the patented cord fabric. SUPERWHITE. Because it is extra elastic and extra durable, SUPERWHITE has reduced blisters and like troubles to the vanishing point. It provides an ideal foundation for the greater safety and longer, slower wear that make the new Goodyear tires the most popularly known every where as "the world's greatest tire."



THIS IS ONE OF THE VIGOROUS DOUBLE-PAGE SPREADS FOR GOODYEAR TIRES THAT ARE "BURNING" THE NAME ON THE PUBLIC MIND

field of campaign illustration. The artist's sole ambition is to feature the company name and to surround it with relevant atmosphere.

In page space, there are square halftone pictures, top position and occupying at least one-half of the total area. In a sense these illustrations are unified by a thread of pictorial similarity and idea. All of them seek, first and foremost, to make more rememberable and significant the name "Moore." The advertising signature is lifted from the bottom of the page to the top and made the feature of the campaign.

In this effort the imaginative

by comparison. It is a panorama filled with such intimate detail as oil men would immediately recognize, although the glorifying of the five enormous letters, which appear to have been fashioned from concrete, constitute the true purpose of the picture. Before these unique ideas were put into practice, however, the artist first made more of the name plate than a commonplace, formal type display. The letter "M" was tinkered with until it suggested two high derricks. By criss-crossing the two open spaces with a pattern of steel such as is characteristic of the product itself, the very name be-

came a symbol of the business. There have been more than a dozen of these unusually clever illustrations in which atmosphere and a name tell much of the advertiser's story. Their technique is always an important part of the program; black, white and several shades of poster gray being employed to make more pronounced the idea of continuity. And no two are alike in subject matter or idea, although the name plate is standard. A curve of globe shows the extended shadow of a great derrick, reaching across several continents, for example, while the glittering white signature is spread boldly across both.

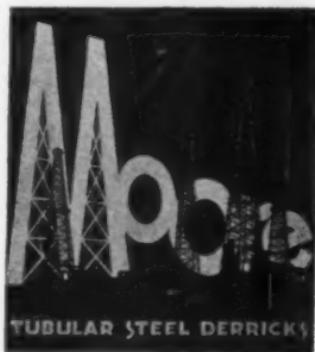
If the name of a product or a company is to be looked upon as an advertising asset, then why not lift it out of its old-time niche at the bottom of the display and occasionally transform it into the copy and illustrative feature? Mere type will not accomplish this. Hand-lettering and a pictorial addition of some kind seem to constitute the modern answer to the problem.

A great many discussions have arisen over advertising names or signatures, as to their form, style and association with other items. It is often contended that the name plate invariably should be used in close conjunction with the trade-mark, or the advertising symbol. Others maintain that a name should be featured in the advertising exactly as it appears on the product.

These people maintain that it is only by the association of the product with the name that the latter will be remembered by the majority of persons. In this age

there are so many duplications of advertised names that people find it impossible to assimilate all of them.

All advertisers do not find it easy, however, thus to combine a name with a product. It is not difficult in the case of, say, an unwound length of Rusco brake lining, with the signature in its natural style and place. The curve of



A derrick to be truly economical must deliver long years of continuous service—must be used again and again, in one location after another—must have light weight with great strength—must be simple to erect and to dismantle—must be easy to transport from place to place. Here the Moore Tubular Steel Derrick has no equal.

*World Wide Service  
for Twenty Years*

THE C. MOORE & CO., INC., PITTSBURGH - PITTSBURGH

AN IMAGINATIVE ARTIST HAS TRANSFORMED THE NAME OF THIS PRODUCT INTO AN ADVERTISING ASSET

an automobile tire will successfully carry the trade name, and very often the label of a package provides for bold name-plate display. Other advertisers find it not so easy. But there are numerous pictorial devices that can be adapted to almost any product.

It is a significant development of 1928 that names are coming to the fore. They are being elaborated upon and given pictorial embellishment. Advertising and featuring the name of the article comprises a

# *An Advertising Agency in the full flush of accomplishment*

Although in existence almost 23 years, McJunkin Advertising Company has never settled down to old-fashioned, routine ways of doing things. It executes its tasks with the enthusiasm of the habit of success. Much new young blood has come into this advertising agency, but there are wise old heads whose counsel, while encouraging hot inspiration, saves it from the pitfalls of rashness.

McJUNKIN ADVERTISING COMPANY  
DOMINANT IDEA ADVERTISING  
228 NORTH LA SALLE STREET AT WACKER DRIVE  
CHICAGO

theme as important as advertising the product itself.

The eye blazes with color as it studies the current very remarkable series of double-page spreads in behalf of Goodyear tires, for these compelling spreads are devoted exclusively to a glorification of the name plate. The signature letters are handled as if cut from wood, and are given breadth and thickness and upstanding character. The campaign has been all the more interesting because these effects have been secured by means of exceptionally fine examples of color photography, every tiny detail as realistic as the most exacting critic could ask. The first and last impression of the campaign is of a "burning-in" of the name. The illustrations, in this regard, are unforgettablely vigorous.

Illustrated names or ideas are almost always the most impressive. The modern name plate is "living" and pictorially active.

Mere size of signature display is by no means the deciding factor in visual appeal and strength. Novelty is of far greater significance. Some illustrative thought, added to a name, hand-drawn, will make a signature more compelling than a commonplace presentation of it running the entire width of a magazine page.

The modern artistic layout has no room for the spraddling, too-dominating signature. It is noticeable, indeed, that advertisers today are more concerned over the ingenuity of a name plate display than a noisy, over-all featuring of it in such a ruthless manner that all else suffers in the same composition. Wesson Oil pages in color devote less than two-inches

square to a display of the name of the product, despite which the signature is one of the very first things you see in every layout. Why? Because the lettering on the can is distinctive, and the position of the signature is strategically wise.

In two facing-pages for P and G Naptha Soap, also in full color,



A FRENCH ARTIST HAS TAKEN LIBERTIES WITH THIS TRADE-MARK SIGNATURE, WITH AN ATTRACTIVE DISPLAY AS THE RESULT

the smallest single item is that of the two initial letters, but they dominate, nevertheless. They are shown on the package itself in one corner of the spread. Your eye races to the product name without hesitation, although there are four live, individual illustrations in color in competition. But these are keyed in a different mood. The P and G label is simple and a very deep, almost black, shade of blue. The illustrations are in neutral, pastel shades.

French and German advertising artists are unusually successful when it comes to putting life into

# Who Reads The Indianapolis Times?



THE fact that practically all Indianapolis food manufacturers advertise in the Times is proof that these observing business men realize that the alert, buying type of housewives in the community are readers of the Times.



*Scripps-Howard*

*The Times Market*

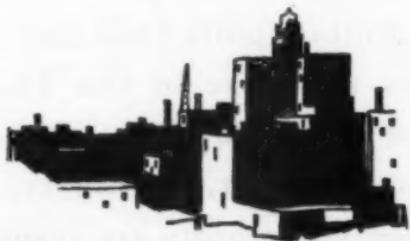
**OVER 65,000 FAMILIES**

*most of whom read ONLY the Times*

TO COVER INDIANAPOLIS YOU MUST USE THE TIMES

# A Big Forty Cents Worth!

In Iowa you can reach three large groups of buyers totalling over 200,000 families with The Des Moines Register and Tribune for 40 cents a line. There are few markets where the advertiser's dollar goes so far as here.



**City of Des Moines**

Every newspaper reading family in Des Moines reads The Register and Tribune. Forty-five thousand evening and twenty-seven thousand morning local circulation in a city of 150,000 population gives blanket coverage.



## Suburban and Small Town Market

More than a million Iowans live within a 3-hour automobile ride from Des Moines stores. In all this territory The Register and Tribune gives door-step delivery. In the center two-thirds of Iowa The Register and Tribune's circulation (exclusive of Des Moines) exceeds the combined circulations of all the other daily newspapers.



## The Rural Iowa Market

Wealth grows out of the soil in Iowa—one of the greatest agricultural states—so farm trade is most important. Our farmers are daily newspaper readers. In fact, in the 85 rural counties of the state The Register and Tribune has more circulation than any farm paper (state or national).

*YES—we wholeheartedly cooperate with  
national advertisers.*

Ask our representatives for complete data on the distribution of our circulation:

I. A. Klein, New York; Guy S. Osborn, Chicago;  
Jos. R. Scolaro, Detroit; C. A. Cour, St. Louis;  
R. J. Bidwell, San Francisco, Los Angeles and Seattle.

**Des Moines Register and Tribune**

*February circulation 230,340 daily net paid*

letters, into signatures and names. Yet their plan is obvious enough. Any artist may follow the basic fundamentals.

These artists are, apparently, not unduly alarmed by the need of observing traditions. They play with hand-drawn letters as a child might with a toy. There are absolutely no restrictions. Trademarked signatures, while in a sense inviolate, nevertheless yield to liberties taken as occasion makes necessary. The continental artists will stand a trade name on end, place it on its side, loop it around merchandise, or exaggerate its perspective, without being questioned by the advertiser himself.

The name "Premet" refers to a shop in Place Vendome, Paris, so the artist calmly pictures the entire square, in a remarkable look-down view, and runs giant letters from side to side, through a loop of one letter of which rises the shaft of the immortal "pinnacle of granite," and straightway a name becomes mysteriously and fascinatingly animate.

The American artist is yielding to such influences as this, and finds less resistance to it in the case of the advertiser. To accomplish unusual and daring effects, unusual and daring things must be done.

Advertised names are by no means as interesting to the public as their owners seem to believe. It pleases our vanity to think that all we need do is to feature a name on a page, and it will not only be remembered, but become a household word.

Sometimes a coined name of a product will have this appeal. Combinations of letters, such as Lux and Duz, have an imaginative and physical appeal. They "look interesting" to begin with, because the eye is not accustomed to them. They are not mere dictionary words. But where your name is Smith or Brown and you name your product after yourself, your opportunity is limited in the matter of sensational display if you do not take advantage of those things which a resourceful artist can accomplish when free and untrammelled.

The next alternative is to be unusually inventive in the manner of designing the hand-lettered name plate. The most commonplace name can be made to seem otherwise when an artist hits upon some new and highly distinctive style of lettering. I have always admired, as an instance of this, the staggered style used for Liquid Veneer.

A name plate or a company signature is as interesting or as uninteresting as we ourselves make it. Too often, the advertiser is slavishly wedded to an obsolete style of signature, which he refuses to change out of sentiment or fear, or a combination of both.

The public, in the meanwhile, is less concerned over the matter than the advertiser himself. Time and time again it happens that campaigns timidly make some signature change, expecting the world will raise an outcry of protest. Apparently nobody notices it, save to sense automatically that a progressive idea has been substituted for one which was clumsy and obsolete.

A certain shoe manufacturer determined to enter upon a large advertising program, the object of which was to a considerable extent to impress the public with the fact that the product was modish and abreast of all vogues, despite its over 100 years in business.

The company signature was an unsightly, hand-drawn affair, originated at least fifty years back. It was too deep for its length, possessed no grace, and the massive black letters were a red rag to every artist who attempted to design artistic layouts for the campaign. But the advertiser was obdurate and had his way. He would not permit a change. And the advertising fell short of its mark. The handicap was too much for the artists.

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#### R. H. Burke Advanced by Izzard Agency

R. H. Burke, of the Izzard Company, Seattle, Wash., advertising agency, has been made manager of the Tacoma office of that organization.

E. R. Harris has been added to the staff of the Seattle office.



Dan V.  
Stephens  
of  
Fremont  
Nebraska

President . . . . . Fremont State Bank  
 President . . . Hammond & Stephens Co. (ednl. pubs.)  
 Vice-President . . . Nebraska Building & Loan Ass'n.  
 Vice-President . . . . . Crystal Refrigerator Co.  
 Manager and Owner . . . Maplegrove Farm, Fremont  
 Member Executive Committee American Bankers Association

editorial influence  
with men of  
influence

**AMERICAN BANKERS**  
*Association*  
**JOURNAL**

110 East 42d Street

New York City

CHICAGO

LOS ANGELES

25,499 net paid A. B. C. reaching 9/10  
 of the Banking Capital of America

*Good Housekeeping*  
FASHIONS



*Helen Koues,*  
*Director*

GOOD HOUSEKEEPING

**A**UTHORITATIVELY complete are the services through which GOOD HOUSEKEEPING has become Everywoman's buying guide. Take GOOD HOUSEKEEPING Fashions, for instance, which, as swiftly as the cable operates, functions in these important ways:—

**PARIS FASHIONS.** At 15 Rue de la Paix—in the very center of authentic Fashion—GOOD HOUSEKEEPING has its offices. From there is flashed the news of the modes that are to become *the accepted and eventual fashion*. Smart women rely on GOOD HOUSEKEEPING for unfailingly dependable forecasts of what will be the vogue.

\* \* \*

**NATIONAL TRADE-MARKED FASHIONS.** In this department, GOOD HOUSEKEEPING works with the great American industries which are the makers and distributors of the clothes and accessories that reflect the Paris mode.

Through these pages, GOOD HOUSEKEEPING puts the actual clothes—the hats, the dress, the shoes, the stockings, the gloves, the lingerie, the powder, the perfume—within the reach of women everywhere. This is done by showing in the Fashion Section trademarked clothes that have national distribution and by advising readers that the merchandise can be bought in local shops.

3

*Thus through its Fashion services GOOD HOUSEKEEPING creates an influence most favorable to the sale of trade-marked wearing apparel, hosiery, lingerie, perfumes, face powders—all the accessories of smart dress.*

**EXTRA EDITION**

# Putting Smiles into Letters

A Letter with a Smile in It Is Likely to Contain More of the Other Elements of Good Salesmanship

By Harrison McJohnston

THE manager of a Western mail-order house has found that it pays him to be careful in selecting correspondents of good personality. He has found a close connection between the tone of a letter and the personality of the man who writes it. He selects correspondents who have a naturally hearty, smiling disposition, for they are most likely to put smiles into their letters—and he wants a smile in every letter.

Every good salesman knows what a smile will do to help him put across his selling message. But correspondents are not so likely to be aware of the help they can get from putting smiles into letters. They often make hard work for themselves in writing a letter, especially when attempting to persuade the reader to a definite action, or when the subject matter of the letter is somewhat complicated. Instead of looking happy and contented, and feeling that way about it, they feel rather serious and important as they dictate to an "admiring" stenographer—and the letters they write somehow reflect this spirit.

"Yes," said this manager, "a stenographer who radiates happy good-will is better than the girl who never giggles. All our stenographers are selected with a view toward the help they can give the man who dictates to put smiles into his letters.

"We don't, of course, encourage them to be frivolous, but we want them to be happy, and a little banter back and forth at times is not taboo. Both our correspondents and our stenographers know how

we feel about having every letter a cheerful letter. And they know from experience what a big difference it makes in results.

"Take this letter to a woman who said she wanted a darker tan coat than the one we sent her, because her complexion is 'rather a dark brownish kind of tan.' Our correspondent said to her:

We want you to look your very best in your new coat and we are glad you returned the light tan one.

The darker brown coat, which you will receive in a day or two, is a bit different in design, too. It's a newer model. I think you'll like it, and it gives us a lot of pleasure to be able to send you just what you want.

That a correspondent's own character is often reflected in the letters he writes, we all know. It would seem sensible, therefore, to look for more than education, fluency and salesmanship in letter writers. Gloomy Gus may be able to dictate rings around Smiling Sammy but if the "voice with the smile" brings in the shekels, better let Sammy "take pen in hand."

natured and is overflowing with good-will.

"By putting smiles into them, I don't mean witty remarks or jokes. I mean getting away from the stiff formality that characterizes so many letters—written by correspondents who ought to limber up and show some happy zest for their work. Suppose my correspondent had said:

We regret very much that the coat we sent you was too light in shade. But we are immediately sending you another coat which we believe will be the shade you want.

We thank you for this opportunity to be of better service to you because we want you to be fully satisfied.

"That is the kind of letter we used to write in a case like this—solemn and formal, too serious for the best effect on our class of



BOYS' LIFE,  
2 Park Avenue, New York, N. Y.

Jersey City, N. J., March 9, 1928

Gentlemen:—The regular receipt of BOYS' LIFE in our home has developed a spirit of companionship between parents and children in which I believe you will be interested.

Our oldest boy is a member of his high school rifle club and we have accordingly purchased the necessary equipment for home practice. At night my son and I spend an hour or so in marksmanship.

The sport has been great fun and I am sure it will improve my aim for the next hunting season.

(Signed) T. J. MURPHEY.

**BOYS** have a natural desire to learn marksmanship. The high school rifle club and the Boy Scout movement both encourage them in target practice. Practically everything they do is accomplished with the same careful aim that they take in practice. The products for their own needs are selected with care and knowledge and in surprising amounts.

BOYS' LIFE aims at and hits the Boy Scout market. An organization which numbers among its members, one out of every seven boys of scout age. Your advertisement in BOYS' LIFE will secure access to more than 615,000 boys and will be read in the home where the boy is a vital part of the family circle.

## BOYS' LIFE

Boston

New York

Chicago

Los Angeles

# Records of what CAN'T be done?

One of the many nuggets in Henry Ford's book, "My Life and Work,"<sup>1</sup> is the passage that opens, "The factory keeps no record of experiments."

"...I am not particularly anxious," he explains, "for the men to remember what someone has *tried* to do in the past, for then we might quickly accumulate far too many things that could not be done.

"...If you keep on recording all of your failures you will shortly have a list showing that there is nothing left for you to try—whereas it by no means follows because one man has failed in a certain method that another man will not succeed."

**Why has our copy staff been carefully, patiently, built up around men and women whose age averages thirty?**

<sup>1</sup> Written in collaboration with Samuel Crowther.

**Because we believe that older writers—mind you, we are discussing copy—tend to worship tradition. In a market where merchandise, styles, colors, designs, and even needs are changing kaleidoscopically, they prefer to hold fast to the things that have brought a measure of success in the past.**

**It isn't that we are urging a disregard for the principles of advertising that do exist, any more than Mr. Ford urges a disregard for the laws of engineering.**

**But if you will study current advertising, you will be largely led to believe that most of the things advertising offers will be bought first and most readily by the new husband, the new wife, the young father, the young mother and home-maker. People, you will notice, who are largely in their twenties and thirties.**

**There is a tempo and a spirit peculiar to those years. Younger writers—not far either side of thirty—have it. Younger readers detect it in a piece of copy . . . or miss it.**

**There are plenty of places in the business of advertising where age is a distinct asset.**

**But use young sellers when you are writing to young buyers.**



**GEORGE  
BATTEN  
COMPANY  
Inc.**

*Advertising*

+

**NEW YORK  
CHICAGO  
BOSTON**

trade, or any other class of trade for that matter. Our buyers write smiling letters to manufacturers. We write smiling letters to our stockholders. I know what a difference it makes to me personally when I get a letter with a smile in it. And it's that way with everybody else.

"I can't say exactly how much difference it has made in sales to have smiles in all our letters, but I can sense a great change in the letters we receive from customers since we began this practice. Their letters are more cordial and seem to indicate in various ways that they like to deal with us.

"One thing I have noticed is very important—most important, I might say. It is the fact that since our correspondents have been putting smiles into their letters, they have also been putting more real salesmanship into them. This is a natural result.

"Of course, the smile-tone in a letter is good salesmanship in itself. But I mean that the letter with a smile in it is likely to be a letter with more of the other elements of good salesmanship in it than is ordinarily found in the letter that is smileless. The little letter about the coat, for instance, that's a good letter because that customer is very likely to be more pleased with the coat as a direct result of the letter, much more pleased with it than she would have been had she received a smileless letter.

"It wouldn't surprise me if this simple idea of putting smiles into our letters is largely responsible for the substantial growth of this business during the last year and a half."

Another kind of a smiling letter was written by a credit manager to collect an account from one, Mr. Joseph Otterman, which read:

There have been at least two good prophets and one first-class Saint by the name of Joseph, and as far as generally known they paid their bills. If you are related to either of these you are not doing much to uphold the family tradition.

Hadn't you better send us a money order for your account? You know they might want to make a saint of you some day.

That letter happened to strike a responsive chord. Mr. Otterman paid up his long overdue bill by return mail.

Many collection letter writers have found that a bit of good nature in their letters collects a lot of money—much more than is collected by the scolding type of collection letter. It's always harder to resist a request of any kind when accompanied by a smile. When Genevieve wants a \$5 bill from Dad for a new vanity set, does she smile when she asks for it?

The smiling letter is the happy letter. It radiates good cheer. And the sooner this spirit is revealed in the letter, the better. This is true of every kind of letter. But its greatest value, perhaps, is in the sales letter.

Henry G. Fienburg Supply Co.  
Chicago, Ill.

Gentlemen—Good Morning:

We don't know everything and don't pretend to, neither do we know everything about springs and thank goodness our competitors don't either, but we do know we have sold millions of springs to six thousand and more Hardware Dealers and we know they are reselling them and for the love of Mike we can't understand why a store like yours hasn't one of our cabinets filled with 635 springs—210 sizes—from which your customers can select what they want.

They come in properly proportioned sizes, nicely arranged in 8 drawers in a substantial Oak Cabinet. Customers can wait on themselves—"Cafeteria style" if they want to.

Price complete—\$25.50, at Cincinnati.  
Retails at 300% profit.

We can't help repeating often that when a spring is needed, you can't sell a man anything else but a spring and if you haven't it someone else has and you miss the delightful opportunity of having him fall on your neck out of sheer joy.

Why not send in the order blank attached to enclosed circular NOW and render your customers some real spring service.

When you think of springs think of  
W. B. Jones Spring Co.

That letter begins with a smile and has in it one or two other genuine smiles—and the reader is inclined to smile back at the letter—and do as it suggests. At least W. B. Jones has found that it pays well to put smiles into his letters. Incidentally the long first paragraph helps make this letter seem

# Ever shake hands with your customers?

**N**OT jobbers or retailers, but ultimate consumers—the men and women who buy your goods over the retail counter.

Who are they? Where and how do they live? What are their hopes, their aspirations?

What do they talk and think about? Does your copy speak their language?

If you met one of them and wanted to make a sale, would you talk as your copy does? Read one of your advertisements and see.

# Ruthrauff and Ryan

inc.

NEW YORK  
CHICAGO  
ST. LOUIS

to the reader not to be an ordinary form letter, notwithstanding the unusual salutation: "Gentlemen—Good Morning"—and there's a big broad sincerely human smile in that salutation.

Like every other good idea in letter writing, this smile idea can be overdone or misapplied. The selling letter that began, "Tut, Tut—King Tut speaking. He's jealous of the fabulous wealth that lies in Florida land"—enough of that letter. All the way through, its "smile" is more of an idiotic grin.

It is no more difficult to put a smile into a letter than it is to smile when talking face to face with a customer or prospect. The genuine smile on the face of the writer of a letter as he writes somehow gets into the tone of his letter. When the writer himself feels happy about it, some of that happiness is bound to be reflected from his letter, subtly communicating itself to the spirit of the reader. And it's easier for anyone to decide to buy something when, even momentarily, all's well with the world.

Putting smiles into letters tends to put smiles into the hearts of readers, and this goes a long way toward causing letters to be successful in many cases.

It is safe to say a survey of the work of the more successful letter writers in the United States would reveal a surprisingly large percentage of them as writers who just naturally put smiles into their letters.

### C. W. Muench Starts Own Advertising Business

C. Wendel Muench, for nine years director of sales and advertising of George Richards & Company, Chicago, has organized a company under his own name, C. Wendel Muench & Company, to conduct an advertising and sales business in that city.

### Razor Sharpener Account to Brinckerhoff

The Flinker Sales Company, Detroit, maker of the Flinker Barber Stroke Sharpener, has appointed Brinckerhoff, Inc., Chicago advertising agency, to direct its advertising account. Magazines will be used.

### Joins H. B. Humphrey Agency

M. J. Julian, formerly advertising manager of the Shur-On Optical Company, Rochester, N. Y., and, more recently, advertising manager of Wilcox & Evertsen, sterling division of the International Silver Company, Meriden, Conn., has joined the staff of the H. B. Humphrey Company, Boston advertising agency.

### Newport "Mercury" Bought by E. A. Sherman

The Newport, R. I., *Mercury* has been bought by Edward A. Sherman, publisher of the *Newport Daily News* and the *Weekly News*. The *Mercury* will be merged with the *Weekly News* early in May. James Franklin, a nephew of Benjamin Franklin, established the *Mercury* in 1758.

### Resort Account for Salt Lake City Agency

El Monte Springs, a resort to be created at Ogden, Utah, has appointed Stevens and Wallis, Inc., Salt Lake City, advertising agency, to direct an advertising campaign in the Mountain States. Newspaper, outdoor, direct-mail and radio advertising will be used.

### American Tobacco Profits Continue to Gain

The American Tobacco Company, New York, "Lucky Strike" cigarettes, "Bull Durham" tobacco, etc., for the year ended December 31, 1927, reports a net income of \$23,309,689, against \$22,549,094 in 1926 and \$22,288,596 in 1925.

### Bayes Packing Company Plans Regional Campaign

The Bayes Packing Company, Lynden, Wash., has appointed the W. V. Mackay Company, Seattle, Wash., to direct a regional newspaper campaign on its canned food product merchandised under the brand "Home-Pak."

### J. L. Rosenbaum Starts Own Business

J. L. Rosenbaum, who has been secretary and treasurer of Clarence S. Nathan, Inc., New York, printing, for five years, has started his own business at that city under the name of The Printing Press.

### Made General Manager of "Sporting Goods Journal"

Frank G. Cambria has been appointed general manager of the *Sporting Goods Journal*, New York, succeeding W. B. Mayor, resigned. For six years he has been Eastern manager of this publication.



Intensive  
Chain Store  
Coverage!

—  
The new  
Specialized  
Editions  
of

**CHAIN STORE  
AGE**

93 Worth Street

New York City

# Don't Compete with Your Branch Offices

Furnace Maker's Plan to Sell Direct Is Risky for That Kind of Merchandise

THE DANIEL R. ELLINGER CO.  
GRAND RAPIDS, MICH.

*Editor of Printers' Ink:*

We have a prospective client who manufactures a hot air furnace and merchandises his product through branch offices.

This manufacturer makes several different models of his furnace and has one in particular which appeals very strongly to small contractors and builders. He wants to sell direct to these contractors and builders through such publications as *The .....* and *The .....*, but cannot see how he can do this without incurring the antagonism of his present branch offices.

Have you ever discussed such a situation in your columns? We would appreciate any references to your past issues in which articles have appeared which treated such problems.

THE DANIEL R. ELLINGER CO.,  
DANIEL R. ELLINGER.

FOR branch office managers to be antagonistic to a plan of the kind proposed by Mr. Ellinger's client is not unnatural. Even though it may not interfere with the main line out of which they get their profit they would be more or less correct in their view that it represented competition, rather than selling co-operation, from the factory. There are many elements to be considered in the relationship of a manufacturer to his branches. Descending for a moment to a much-quoted bromide, it may be said that circumstances alter cases. In the main, though, it is regarded as good business to give the branch office full credit, financial and otherwise, for all business coming from its territory regardless of how the selling originated.

But there is another angle to this furnace proposition that is even more important. That is that it belongs in a class of merchandise that is difficult to sell direct—in other words to sell by mail. We do not say that furnaces cannot be sold by mail. They can; practically anything can. But contractors and others hesitate to buy commodities in this general classi-

fication direct from the manufacturer because of the service element involved. Presumably the furnace in question is so simple and fool-proof that the service consideration would be negligible. Nevertheless, prospects would consider it as of pre-eminent importance. Doing so, they might be in the position of the man who made a great noise before he was hurt; but this would not prevent them from making the noise.

Selling anything in the building material line—specialty items at least—is a very "touchy" proceeding. Contractors and builders are specialists and they do not buy merchandise from the standpoint of the ordinary or average consumer. Being specialists they want to deal with specialists, meaning that they prefer to carry out the transaction with an accredited representative of the factory who is on the ground to make whatever future adjustments may be necessary.

More than one promising manufacturing venture has fallen down because of this very consideration. There was an oil heating device manufactured in St. Louis a few years ago that caught the popular fancy and had a sensational growth until it ran away with itself. The contrivance was meritorious and the cost was low. People bought it readily. Then the service element intruded itself. The company grew so fast that it made relatively no provision for service and the business caved in all at once. Certain publications, while recognizing the financial stability of the company and the apparent worth of the commodity, would not accept advertising from the organization because it could not satisfy them of its ability to give service. They could plainly foresee the eventual collapse, and it came quicker than they expected.

It is possible, of course, for a

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## MASS PRODUCTION plus CLASS SERVICE

Here you will find an organization and plant developed to the highest degree of modern American efficiency and progressiveness, yet with a flavor of old-time craftsmanship, thoroughness and dependability soundly rooted by the founder A. D. 1876.

*Isaac Goldmann Company*  
ESTABLISHED 1876

PRINTING OF EVERY DESCRIPTION

80 LAFAYETTE ST.  
NEW YORK, N.Y.

TELEPHONE  
WORTH 9430

**LLOYD WANER**  
PITTSBURGH PIRATES' BASEBALL GENIUS

**LUCKY STRIKE CIGARETTE**

"Lucky's fine flavor is enjoyable... and they never cut my wind"

The Cream of the Crop

"It's toasted" - No Throat Irritation - No Cough

## Lucky Strike In

THE 40,000,000 riders in the Street Cars of the United States every day—millions of whom smoke the last cigarette in their package just before they get on the cars—are now being reminded day in and day out to buy Lucky Strike Cigarettes *as soon as they get off the cars.*

Street Car Advertising is the last word to the people right to the very doors of the shops and nearly every street corner is a Lucky Strike corner.

## STREET RAILWAYS

**PAUL WANER**  
VOTED N.L. MOST VALUABLE PLAYER

**LUCKY STRIKE CIGARETTE**

"Lucky's give me pleasure without taxing my wind or irritating my throat."

The Cream of the Crop

"It's toasted" - No Throat Irritation - No Cough

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**TONY LAZZERI**  
NEW YORK YANKEES - STAR INFILDER

**LUCKY STRIKE CIGARETTE**

"I Like Luckies. They are mild and mellow."

*The Cream of the Crop*

"It's toasted" - No Throat Irritation - No Cough

## Line Street Cars!

"United Resolutions to buy" created by car cards are turned into the lastes quickly—the elapsed time is very short between the cars—ading of the products advertised on the car cards and the y Lucky opportunity to purchase them.

nd if the "resolutions to buy" are forgotten today, the right car card acts as a "follow up" tomorrow and all of street cars next days until the resolutions are turned into actual es.

YS ARTISING COMPANY

**HARRY HEILMANN**  
DETROIT TIGERS  
WORLD'S LEADING BATTER

**LUCKY STRIKE CIGARETTE**

"I smoke Luckies because they are the best."

"It's toasted" - No Throat Irritation - No Cough

# they KNOW it because they're IN it

**T**HESE companies can't be misled about the Oil Industry because they constitute a great big share of it. To reach the rest of the industry they use

**Ass'n. of Natural Gasoline Manufacturers**

Barnsdall Refineries Co.

Canfield Oil Company

Chestnut & Smith Corp.

Continental Refining Co.

Crown Central Petroleum Co.

Empire Oil & Refining Co.

Ethyi Gasoline Corp.

Freedom Oil Works

Gulf Refining Co.

Humble Oil & Refining Co.

Independent Oil & Gas Co.

Mid-Continent Petroleum Corp.

National Refining Co.

Producers & Refiners Corp.

Pure Oil Company

Roxana Petroleum Corp.

Sinclair Refining Co.

Skelly Oil Company

Sun Oil Company

Texas Company

Tidal Refining Co.

Transcontinental Oil Co.

Vacuum Oil Co.

Wedhams Oil Co.

(and 42 more)

*Edited from*

**TULSA, OKLA.**  
World Building

**CHICAGO**  
35 East Wacker Drive

**HOUSTON, TEXAS**  
West Building

**NEW YORK**  
342 Madison Ave.

**LOS ANGELES, CALIF.**  
Petroleum Securities  
Building

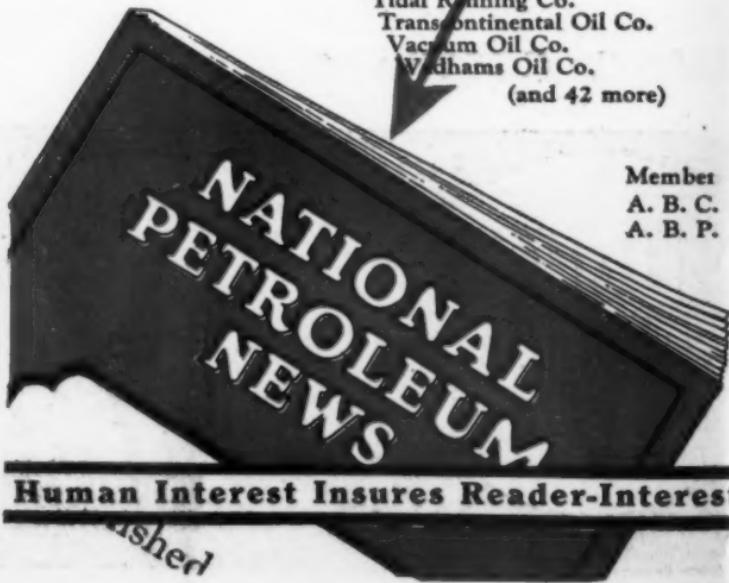
*Published from*

**CLEVELAND**  
1213 W. Third St.

**Member**

**A. B. C.**

**A. B. P.**



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manufacturer in time to have such a far-flung organization that he can give service to almost anybody. But to build up such a business he is going to encounter an enormous amount of what the advertising men call selling resistance. He will find this almost impossible to overcome if he is dealing with contractors and builders.

Another objection to this furnace manufacturer's plan is, he would be pretty sure to find some of his prospects setting themselves up as individual jobbers—that is, jobbers in name only. From the nature of their business they would be in a position to buy a few units perhaps and want substantially the same discount as would be had by the branch office manager. This business probably would not grow to any extent and the manufacturer would be in a position of selling his merchandise to what might be termed the consumer and not getting the consumer price.

It seems to us that Mr. Ellinger's client would be doing some good merchandising if he would advertise this furnace in the mediums mentioned and then pass all prospects' names along to his branch managers. The transaction could be carried out in the usual way and would not encounter the objections that would come from selling direct to this class of trade. The branch manager would thus be able to build up a satisfactory volume at such a moderate selling cost that he could well afford to take a smaller commission. The outcome thus would be favorable to all concerned and the additional volume would more than compensate the manufacturer for letting the branch manager in on a share of the profits.

Developing one's dealers to a point where they can sell more impresses us as being more profitable than spreading out a long and thin line of "direct" business—especially when the latter competes with the dealer.—[Ed. PRINTERS' INK.]

Frank A. Richardson, formerly in charge of direct mail for Lansburgh Brothers, Washington, D. C., has joined the copy department of R. D. Wyly, Inc., advertising agency of that city.

## New Accounts for Kirtland-Engel

The Wittek Mfg. Company, maker of the Tip Top golf tee, and the R. D. Swisher Manufacturing Company, maker of the Idento golf ball marker, both of Chicago, have appointed the Kirtland-Engel Company, advertising agency of that city, to direct their advertising accounts. Sporting magazines will be used for both accounts.

This agency has also been appointed to direct the advertising of the Upper Michigan Development Bureau, with headquarters at Marquette, Mich. Copy featuring the Upper Peninsula of Michigan will appear in newspapers.

## Knoxville "Journal" Appointments

Robert H. Clagett has been appointed vice-president and executive in charge of the Knoxville, Tenn., *Journal*. He has been with the Memphis, Tenn., *Evening Appeal*.

G. W. Ritchie, recently with the Nashville *Tennessean*, has been made advertising manager of the *Journal*. He formerly held a similar position with the Memphis *Commercial Appeal*.

## Chatham Phenix Corporation Appoints Dorrance, Sullivan

The Chatham Phenix Corporation, New York, has appointed Dorrance, Sullivan & Company, New York advertising agency, to direct its advertising account. This corporation, recently formed, is an outgrowth of the investment department of the Chatham Phenix National Bank & Trust Company, New York, and will deal in investment securities.

## Editorial Conference to Hear Talk on Color in Industry

Margaret Hayden Rorke, managing director of the Textile Color Card Association of the United States, New York, will speak at the meeting of the New York Editorial Conference, an association of business-paper editors, to be held on April 13, at the Hotel Astor. Her topic will be "Color in Industry."

## Homer Smith Joins Condé Nast Publications

Homer Smith, for over five years service manager and director of promotion of the *Dry Goods Economist*, New York, has joined the promotion department of the Condé Nast Publications, of that city.

## Iowa Newspaper Associations Merge

The Iowa Associated Newspapers and the United Newspapers of Iowa have consolidated as the Iowa Newspapers, Inc. Offices will shortly be opened at Des Moines. G. L. Caswell will be managing director.

# Don't Split the Blame

The Advertiser, Directly or Indirectly, Is Mainly Responsible for Super-Advertising

By Clarence Wagener

ONE way *not* to assist in the correction of a harmful situation is to distribute the blame for it more or less evenly among several people or groups. Those who have the real interests of advertising at heart must realize that its present major fault cannot be overcome by any such amiable method.

In his able and most timely diagnosis of what's wrong with today's advertising, C. B. Larrabee (whose articles appeared in *PRINTERS' INK* for the issues of January 12 to February 9, 1928, inclusive) points out that part of the blame is to be charged up to the advertiser "for insisting on super-advertising or for letting his agent lead him into super-advertising."

Well put, Mr. Larrabee. But you don't make it quite strong enough. The truth is very little of the blame should be placed on the advertising man and very little on the medium. The advertiser is *mainly* responsible for super-advertising. And I think I can adduce ample evidence to prove it, albeit with the kindest of feeling and intentions.

At the outset, let me say that I am not going to make this a defense of us advertising men, though goodness knows we could stand a little defending very nicely after the devastating attack so capably launched against us by Russell Gray in *PRINTERS' INK* for March 22. No, as an advertising man and a former advertiser, I shall endeavor to show that the man who pays the advertising bills is no more the innocent victim of super-advertising than the butcher can plead lack of responsibility for selling rotten meat which an unscrupulous packer unloaded on him.

Perhaps the principal underlying cause for super-advertising is the constant urge experienced by the advertiser to outbid competition for the public's favor. Of course, no advertiser goes in for exaggeration

and bombast and high-sounding claims in the belief that it will work him harm. He thinks it is the thing to do. Often he figures it is the only thing to do. The super-advertiser finds no difficulty in convincing himself that to stick to straightforward, honest claims would be to play into his competitors' hands. In most cases he purposes to do what he does.

It is not so much the advertising agent and the advertising manager and the copy writer trying to induce the advertiser to go in for super-advertising, as it is the advertiser making it clear to those who direct and prepare his advertising that he wants stuff that "sounds like a million dollars." Some advertisers are like that. Not only do they want the best foot put forward, but they want it to look a whole lot better than it is. And when super-advertising is not directly ordered, it frequently happens that it is the only kind which receives the official okay. Advertising men are only human. Naturally, they obey the orders of the man who pays the bills. As long as an advertiser, directly or indirectly, calls for super-advertising there will be men on deck to plan and prepare and place it for him.

## FACTORY PICTURES PLEASE ONLY THE ADVERTISER

Is it supposed for an instant that the trained, intelligent advertising man ever believed that a big picture of the factory, with inset of the president, accompanied by a detailed description of the company's vast resources, was the way to sell the factory's output with minimum expense? No. And yet that kind of advertising was for years exceedingly popular. The egoistic advertiser thought it wonderful, and skilled advertising men proceeded to prepare it for him. The case of super-advertising to-

"Ask *LA NACION* about ARGENTINA"

# LA NACION

*of Buenos Aires*

## Leadership in Special Features

LA NACION WAS THE FIRST NEWSPAPER IN ARGENTINA TO PUBLISH A ROTOGRAVURE SECTION. ITS SUNDAY EDITIONS OF ARTISTIC ILLUSTRATED SUPPLEMENTS RANK WITH THE WORLD'S GREATEST PAPERS. ARTICLES BY THE LEADING WRITERS OF THE WORLD APPEAR IN ITS LITERARY SUPPLEMENTS.

LA NACION IS AN ADVERTISING MEDIUM OF INESTIMABLE WORTH TO THE AMERICAN MANUFACTURER AND ADVERTISING AGENCY.

*Prestige*

*Superior Coverage*

*Extraordinary Pulling Power*

Write for rates and sample copies of *LA NACION*. Upon request we will also be pleased to send you copies of "Advertising in Argentina" and "Certified Circulation," by Dr. Jorge A. Mitre, Publisher of *LA NACION*.

Editorial and General Office in the United States:

**W. W. DAVIES**

Correspondent and General Representative  
383 Madison Ave., New York

United States Advertising Representatives:

**S. S. KOPPE & CO., Inc.**

Times Building  
New York  
Telephone: Bryant 6800

"Ask ARGENTINA about *LA NACION*"

day is a somewhat parallel one. Many people, who are not in the know, seem to be of the impression that the advertiser is rather conservative when it comes to advertising matters. Well, when he is a small potato there is often some truth in that impression. But where the advertiser is doing business on a large scale and has money to spend on advertising, conservatism in advertising matters is apt to fly out of the window. Think of the freakish and semi-freakish forms of advertising that prosper year after year, many of them worth not more than a tenth of their cost, if worth anything. In the main, it is the advertiser and not the advertising man who is responsible for such a waste of funds.

No denying it, so long as there are advertisers who look upon advertising as some sort of magic but who at the same time insist upon putting their own opinions above those of trained, intelligent advertising men, there will be super-advertising. So long as there are advertisers who have no hesitancy in okaying advertising which makes claims they would not authorize their salesmen to put forth verbally, we will have to put up with a certain amount of super-advertising. Until—but surely the careless or deliberately unscrupulous advertiser will awaken to the harm he is doing himself and advertising as a whole before the buying public will have shown in no uncertain manner that irreparable damage has been wrought by super-advertising.

In some way the lesson must be driven home to the advertiser who pays for super-advertising that to indulge in super-advertising is to be likened to filling oneself with moonshine—the immediate returns may be extremely rosy, but oh, my! the after effect. If only a direct check-up could be had upon the effects of super-advertising, especially as it influences the future, fewer advertisers would be calling for the use of TNT superlatives in copy and illustrations that greatly idealize their product. As it is, too many advertisers, not

feeling any direct and immediate disadvantage from using super-advertising, proceed to indulge in it as a regular thing. To tell such advertisers that they are only in part to blame for super-advertising is to encourage them to continue in their present course.

One very easy way for an advertiser to find out a thing or two about super-advertising is to go into the field and make a personal investigation. Let him inquire of the trade as to what is the effect of deliberate exaggeration. Let him make a few discreet inquiries of the consuming public as to how it looks upon super-advertising. No doubt there was a time when super-advertising induced very little in the way of a recoil. But with Messrs. Chase and Schlink and others (fairly or unfairly or in between, as you like) airing the subject before all and sundry, and with at least one big national advertiser poking fun at the high-sounding claims of another (witness the quite recent advertising of two well-known brands of cigarettes) it is possible that the investigating advertiser will find that super-advertising is about the best possible fertilizer for the growing of a nation-wide crop of advertising skeptics.

And the final test, of course, is to ask the advertiser if he would be willing to stand up before his relatives and friends and put forth personally the claims for his product that are made over his signature or over the signature of his firm in the advertising of his product. If he can't answer "yes" to that, he is a super-advertiser. And he knows it. Further, if he can't say "yes" to that question he is a foe of advertising, and one of its worst enemies. And he cannot, with any degree of fairness, fall back on the excuse that the advertising man and the medium share the guilt. He knows that, too.

#### Appoints Winsten & Sullivan

The Tubular Products Company, Southington, Conn., manufacturer of Ashagon ash receivers, has placed its advertising account with Winsten & Sullivan, Inc., New York advertising agency.

## ARE YOU REACHING THE HIGHER BRACKETS?

LARGER and larger grows that group which is rising above mere comfort levels into the class surrounded by the higher brackets of the income tax.

Alert advertisers are discovering that the influence of **INTERNATIONAL STUDIO** (*associated with The Connoisseur*) by no means ends with its discussion of the formal arts. Its readers are engaged in a wide range of social interests of every sort—sports, amusements, even to their choices of food and clothing. These higher bracketed readers of **STUDIO-CONNOISSEUR** represent a purchasing power never before known in the history of class publications.

This magazine is not alone a medium for those whose goods and services appeal directly to the collector-purchaser, but a medium as well for those whose sales messages have the widest sort of luxury appeal.

### INTERNATIONAL STUDIO associated with THE CONNOISSEUR

NEW YORK, 119 West 40th Street

CHICAGO, 25 No. Dearborn St. BOSTON, 5 Winthrop Sq.  
LONDON, 1 Duke St., S. W. 1 MILAN, Via Bossi, 10  
SAN FRANCISCO, 822 Kohl Bldg. PARIS, 15 Rue Vernet

# The Battle

SING a *color solo* in the American Weekly. And dominate the attention of five and a half million accessible, responsive families, with *poster size* space and *poster presentation*.

Exploit the high pressure markets. Attack the great *strongholds* of business.

Aim distribution at *bull's-eye* territory and hear cash register bells tinkle as you hit the mark.

The American Weekly is a *blanketing* medium for metropolitan merchandising.

Its readers are *counter*, not *catalog*, buyers.

Their monthly earnings and spendings total incredible sums.

They have the wages and incomes to purchase as fancy or need dictate. And from *week to week*—not *crop to crop*.

They get stock quotations from ticker tape, not agricultural bulletins. They run their machines every *day*, not every *Sunday*.

Whim, fad and fashion whet their appetites and extravagances.

They own the *best* cars, wear the *best* clothes, eat the *best* food, and keep complexions, hands, and hair in perfect fettle.

They use more nice-ifiers and toilet preparations than all the *rest* of the nation.

Tooth pastes, mouth washes and depilatories pass through their medicines chests in *train-load* lots.

Here's where the *primpers* live—adepts in the art of oral and physical hygiene—and experts in the distinction between *laundry* and *bath* soaps.

Their shoe and stocking bills *daze* economy.

They are the folk upon whom car manufacturers must rely to keep output at *peak* levels.

This is the department store and specialty shop public—trained in relative values, and so intensively cultivated by advertisers that *inconspicuous*, occasional copy doesn't *budge* their consciousness.

Squeaky little campaigns are wasted dollars in American Weekly-dom.

Smatter-scatter display is as futile there as tacks in a two-by-four—it never gets *through*.

"Here lies a weak gesture," is marked on every other tombstone in the Boot Hill of metropolitan exploitation.

# of the Giants

We're no longer living in the "pioneer Nineties," when all America was a virgin field for branded wares, and *any* brisk young business could run a *penny roll* into a *bakery*.

We're right in the thick of the *billion dollar era*.

Industry has discovered the dividends hiding in printer's ink and is spreading it over the map in five and ten million dollar batches.

The combat of the giants is on! The price of prestige and survival can't be met by *penny-pinching*.

Ford's recent trumpet call to battle proclaims that the fight

for *place* will be waged with *space*.

Capital is concentrating itself into Titan units. Yesterday's champion budgets will soon seem *small change* and *casual flourishes*.

The war for outlet is centered in the "ready-money belt"—at the *hubs of consumption*—where the American Weekly with its twenty-five million readers can best, cheapest and promptest, deliver mass, class and coverage.

Sixteen thousand dollars per color page. And wherever *balance sheets*, not *bias*, select mediums, it *heads the list*.

## THE AMERICAN WEEKLY

*Greatest Circulation in the World*

*Read by 5,500,000 families every week*

*Main Office: 9 East 40th Street, New York City*

### *Branch Offices*

WRIGLEY BLDG.	5 WINTHROP SQUARE	753 BONNIE BRAE	222 MONADNOCK BLDG.
CHICAGO	BOSTON	LOS ANGELES	SAN FRANCISCO
11-250 GENERAL MOTORS BLDG.	1138 HANNA BLDG.	101 MARIETTA ST.	ATLANTA
DETROIT	CLEVELAND		

# How an Annual Bonus Plan for Salesmen Worked Out

Together with the Letters That Announced the Winners

By Frank L. Foreman

Vice-President and Assistant to Salesmen, Peckham-Foreman, Inc.

**I**N the February 10, 1927, issue of *PRINTERS' INK*, the writer told of the basis on which we had arranged to award a yearly bonus to our salesmen. The year has rolled around, the awards have been made, and I think it would be of interest to the readers of *PRINTERS' INK* to hear the results.

To refresh your memory, I am going to reprint our letter of January 1, 1927, to the salesmen, telling them of the bonus plan and the basis on which the awards would be made:

"For some time we have been trying to work out a method of recognition for the salesman who, during the year, shows by his general ability, work and judgment that he succeeded in getting the best results from his territory. We have never been strong believers in quotas or sales bonuses because we have always felt that there were many other things to be considered in a man's intrinsic value to his concern. We now feel that we have the fairest and squarest method to determine his true worth.

"For the year 1927 we will give three cash prizes:

\$1,000 to the salesman ranking first in his measure of service to Peckham-Foreman, Inc.

\$350 to the salesman ranking second.

\$150 to the salesman ranking third.

"These prizes can be won by the exclusive man or the side-line man; the man with the \$100,000 territory or the \$10,000 territory. It can be won by the same man for ten years straight. A man with us the first year can win it as well as the man with us for many years. There are no restrictions, limitations or obligations. It will be won by the man showing himself to be a hard worker with good judgment and one who intelligently sells his trade; a man

who works with Peckham-Foreman and not just for himself; a man that can stand on his feet and keep his head up when business is not easy to get, and one who will fight if necessary for something he thinks right and fair and yet by being diplomatic will adjust a delicate situation fairly and to the satisfaction of all concerned. *This is a true salesman.*

"The award will be made by a committee of judges consisting of every department head, so that a salesman's record will be judged from every angle.

"The following points will play a big part in the judges' decision:

#### 1. Sales:

Note: The general conditions of each territory will be considered. We realize that some territories are very much dependent upon the crops, etc., and that the buying power of a territory is affected by adverse local conditions.

#### 2. Co-operation with sales department:

Note: Has the salesman intelligently sold his trade or did he load up his customers and thereby increase returns from his territory? Did he ever exceed his authority by accepting an order which he knew was contrary to instructions or the policy of the house? Did the salesman allow dating other than that usually given? Has he carried and shown *all samples* to his trade, or did he cut down his line and so just sold a few models? In short, is he a salesman or just an order taker?

#### 3. Coverage of territory:

Note: Did the salesman thoroughly cover his territory? Did he go back and sell those that he had missed on his previous trip? Did he fail to cover towns a little hard to get to? Did he confine to many accounts because it was the easier way?

#### 4. New accounts:

Note: The number of new accounts opened by the salesman, taking into consideration whether he got the better rated stores or just the third raters.

#### 5. Co-operation with the credit department:

Note: Has the salesman worked with the Credit Department by securing the necessary information, references, etc., on a new account? When he knew a customer's credit was limited, did he just take as large an order as possible and "pass the buck" to the Credit Department, or did he show good judgment

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# The Lillibridge Viewpoint

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*Number Twenty Issued from No. 8 West 40th Street, New York*

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**"If You Like Ginger Ale,  
Say So and Have It."**

IT is recorded that in the old days before the late Charles F. Murphy had become boss of Tammany Hall, when he was proprietor of the single saloon which was ultimately to develop into a chain of East Side hard refreshment parlors, a lad was sent to Murphy's saloon to collect a bill.

"C. F." himself was behind the bar when the lad called. He paid the bill out of the till and then, being taken with the young fellow, asked, "What you going to drink, kid?"

The boy hesitated. He was not used to drinking. At the same time, he did not want to offend this big man who was such a power in the Gas House District.

"Listen, kid," said Murphy, leaning over the bar, "if you like ginger ale, say so and have it and don't let anybody bully you into beer."

Sometimes it seems as though there should be more of this spirit in advertising. There is too much "strong stuff" ordered for convention's sake, when a milder tonic would be more appropriate to the business.

That is one reason for our Fee-and-Budget system: it puts us in position to say to a client, "If sectional advertising (or any other kind) is what you should have, we will recommend it. We won't try to bully you into splurging."

PAGE TWO

THE LILLIBRIDGE VIEWPOINT

### Great Story Telling

It was Thoreau who wrote: "A feeble writer and without genius must have what he thinks a great theme, which we are already interested in through the accounts of others, but a genius . . . a Shakespeare, for instance... would make the history of his parish more interesting than another's history of the world . . . Wherever men have lived there is a story to be told, and it depends chiefly on the story-teller or historian whether that is interesting or not."

Have you not noticed that some of the greatest and most successful advertising of late years has been the story of some simple, every-day product, made interesting and significant by the story-teller?

### Facts of the Future

In defining the difference between the functions of the Auditing and finance departments of a business and the functions of the sales department, the late C. E. E. Ussher, for many years General Passenger Traffic Manager of the Canadian Pacific Railway Company, wrote this:

"The problem of sales consists not merely in dealing with facts but also with the application of imagination to what may prove to be facts in the future."

Sales as a business function must ever look forward toward the facts of the future.

### True Intelligence

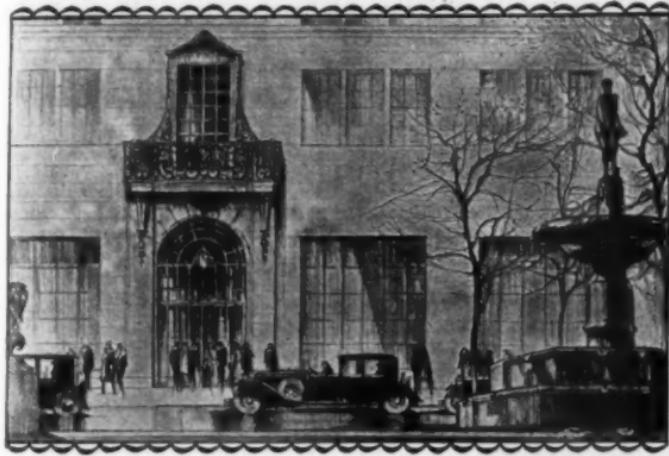
A doctor friend of ours handed us this definition of intelligence, the source of which he was unable to recall:

"True intelligence is a superior sort of an awareness by which one is enabled to react fully, freely and completely to all forms of stimuli. It implies the will to know and a desire to initiate any means toward that end. It is superior to all book knowledge or college education, for by original methods of research and inquiry it gives the world new knowledge. It is the world's greatest single asset as ignorance is its greatest liability. The world puts a big premium on true intelligence."

THE LILLIBRIDGE VIEWPOINT

PAGE THREE

## AS IN ONE'S OWN DRAWING ROOM



**BERGDORF  
GOODMAN**

FIFTH AVE. AT 58TH NEW YORK

Nowhere a lovelier setting for lovely clothes than in our new building at Fifth Avenue and Fifty-eighth Street . . . on the smartest square in New York.

Here, women of critical taste may observe clothes of the highest fashion . . . worn by models of charming grace . . . presented by a skilled staff who study each patron as an individual problem . . . fitted by professionals with consummate knowledge of line. One may judge, before purchasing, how such clothes will look when worn in one's own drawing room.

Here, on March first, we present the most distin-

guished spring collection we have ever assembled . . . in rooms decorated in the taste of Louis XV, Louis XVI and the Empire. On the ground floor, millinery, costume jewelry, lingerie, accessories. Above, furs and coats, ready-to-wear costumes that reflect *les succès* *fur* of Paris, and the custom-made clothes for which we have been famed this quarter-century.

Throughout the building . . . restrained elegance, spaciousness, quiet, light . . . and the same fine vista of fountain and park long familiar to New York society from the windows of the Vanderbilt chateau.

### LILLIBRIDGE ADVERTISING

*ONE of a series of advertisements for Bergdorf-Goodman featuring their new building at Fifth Avenue and 58th Street . . . Done without resorting to the so-called modern technique and Fifth Avenue sophistication . . . Simplicity, restraint and good taste are rare enough today to have an attention value all their own.*

PAGE FOUR

THE LILLIBRIDGE VIEWPOINT

### D. L. Moody, Great Advertiser

**D**L. Moody, the famous evangelist, tells of walking home in the dark one night after one of his revival meetings and overhearing two men talking.

"Did Moody preach tonight?" asked one.

"No," said the other; "he didn't preach, he only talked."

### A. B. C. of Agency Solicitation

**I**N general, in dealing with prospective clients for our service, as advertising agents, we proceed on the principles that:

A...Agency service is bought, not sold;

B...An advertiser wants, and usually should have, an agency which has had experience in his particular field; or has given considerable study or thought to that field;

C...The advertiser must feel thorough confidence in the agency which he selects, and therefore usually selects an agency which he has known or watched for some time.

We do not, therefore, count on much of a look-in where an advertiser does not know us and what we have done. When such an advertiser sends us a questionnaire to fill out, we usually do it, but we realize that it is a rather useless gesture.

We like accounts which are not to be had merely by high-pressure salesmanship, accounts which meet us half way. We are then more sure that the relationship will not be upset by the constant high-pressure solicitation to which most advertisers are subjected.

8-1003

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RAY D. LILLIBRIDGE INCORPORATED

*Advertising*

NO. 8 WEST 40TH STREET ✓ NEW YORK

Telephone: Longacre 4000

*Established in 1899*

by booking two orders for delivery dates so that payment of the first shipment would be due before date of shipment of the second order?

*6. Co-operation with advertising:*

Note: Did the salesman realize the tremendous expenditure made by us in advertising and did he make the most of it? Did he get his customers to tie up with our advertising by having window displays on the dates these ads appeared? Did he impress upon the trade what our advertising meant to his customers in the sale of our products?

*7. General reaction from the trade:*

Note: Did the salesman have misunderstandings with his customers? Were the returns heavy in his territory because of poor salesmanship on his part, or wrong impressions given the customers that they could return merchandise? The general regard his trade has for him.

"The award will be made around March 1, 1928, which will give us time to check up on all returns, bad accounts, etc."

"The judges will be the president and general executive, vice-president and assistant to salesmen, secretary and production manager, assistant treasurer and credit manager, and advertising counselor."

The best way to give the results of the contest is to repeat our correspondence to the winners, copy of which was sent to our entire sales force. We are going to label our prize winners, according to the size of the awards, Mr. One, Mr. Two and Mr. Three. Our introductory letter to them and subsequent correspondence follows:

Although our bonus idea originated in 1926 we definitely decided in the latter part of that year to put it into effect in 1927, and I frankly say it was merely an experiment. It was not decided at that time whether it would be a permanent feature or not. The permanency of this bonus award rests entirely with the salesmen. The writer sincerely believes that all our men are intelligent, just, and broad-minded, and if they did not "finish in the money" this year they will try all the harder to be among the three winners when the bell rings next year.

From our observation, we believe that the bonus plan has been most successful in bringing home to the men that a salesman is not only one who books business, but one who has to show good judgment, diplomacy, and vision, as well as be willing to put in a good day's work as many days in a year as his territory necessitates.

The attached letters to the three winners of the prizes for 1927 should explain themselves, and we can only say that in 1928 the same seven points will

be considered. The three prizes are open to all the men, regardless of whether they have won them before or not, and irrespective of their territory, time of service with us, etc.

Why not re-read your bonus letter, and make up your mind to go after the first prize, and whether you are in the prize class or not, the writer sincerely believes that your commissions will be larger in any event.

The race is on for 1928 and may the best man win!

Our letter to prize winner No. One follows:

"Dear Mr. One:

"You will recall at the beginning of 1927 we wrote you a letter in reference to a bonus plan that we had worked out. We ask that you kindly have that letter before you when reading this one. A most concise way to convey our ideas in reference to awarding this bonus is to repeat that part of our bonus letter which stated:

It will be won by the man showing himself to be a hard worker, with good judgment and one who intelligently sells his trade; a man who works with Peckham-Foreman and not just for himself; a man that can stand on his feet and keep his head up when business is not easy to get, and one who will fight if necessary for something he thinks right and fair, and yet by being diplomatic will adjust a delicate situation fairly and to the satisfaction of all concerned. *This is a true salesman.*

"It gives us considerable pleasure therefore to enclose our check, made out to your order for \$1,000, as winner of the first prize.

"In our letter about the bonus, which I presume you now have before you, you will notice that there were seven principal points to be considered in awarding the prizes. Let's take them in their order:

*1. Sales:* Your sales last year showed an increase of about 8 per cent which we consider a very good showing.

*2. Co-operation with sales department:* During the entire year of 1927, we had to write you about very few orders, either to make corrections, or to take up the question with you, at any time, of exceeding your authority as to dating, delivery, etc. You were able through intelligent salesmanship to secure a good part of your business for earlier delivery than other men in territory of similar climatic conditions. You were not satisfied to just take the lead in our line and trust to luck that you would get sufficient business on just this one number, but sold practically the complete line. For instance,

*The Oregonian is*

**ACE**



*Newspaper Preferences of  
Irvington Residents*

1. Women's Features—70% prefer The Oregonian. Only 18% choose the second paper.
2. Sports News—63% prefer The Oregonian. Only 25% choose the second paper.
3. Editorials—63% prefer The Oregonian. Only 30% choose the second paper.
4. Radio News—80% prefer The Oregonian. Only 15% choose the second paper.
5. Market News—57% prefer The Oregonian. Only 33% choose the second paper.
6. General News—71% prefer The Oregonian. Only 22% choose the second paper.

NOTE—Preferences for the third and fourth papers do not exceed 6% in any classification.



Irvington is one of Portland's typically good districts. Its population consists of alert, thinking people. What Irvington thinks about The Oregonian is a good cross-section of what All Portland thinks.

# is HIGH"

*in this typical  
Portland district*

78% of Irvington residents read *The Oregonian*. Only 46% read the second paper, 19% the third and 8% the fourth paper. {Of course there is some duplication in circulation.}

THE Specialty Merchants' Association of Portland wanted to know just what the newspaper preferences of Portland people are. So they made a complete investigation of the preferences of every district in Portland.

Take the typical district of Irvington, for instance. It is significant that in every one of the six major departments of newspaper news Irvington residents prefer *The Oregonian*. Just read the figures shown on the opposite page.

\* \* \* \* \*

The *Oregonian* is a progressive newspaper. It is always a leader—presenting the newest and best developments in news and features in a clean-cut, orderly manner. There is no secret about the preference of Portland people for *The Oregonian*—they want ALL the news when it IS news—the kind *The Oregonian* always prints.

It is a natural result that *The Oregonian* is the most powerful advertising medium in Portland.

## The Oregonian

P O R T L A N D , O R E G O N

Circulation over 106,000 daily, over 158,000 Sunday

Nationally Represented by VERREE & CONKLIN, Inc.

New York	Chicago	Detroit	San Francisco
285 Madison Ave.	Steger Bldg.	321 Lafayette Blvd.	Monadnock Bldg.

THE PREFERRED NEWSPAPER OF THE PACIFIC NORTHWEST

while most of the men were just lukewarm to models 61 and 61-C (slipovers) you saw the possibilities of this number and stressed it to your trade, with the result that you did a tremendous business with the slipover models and got the jump on the rest of the men who, only half way through the year, realized the business they could get on this model.

3. *Coverage of territory:* I sincerely believe, and after all, I must judge by our records, that you gave your territory thorough coverage and did not pass up the small account because it might have been a little hard to get to and which would hardly pay for the time and expense involved. I might also add that in practically no cases did you consider it either wise or necessary to confine to any accounts in order to get the proper volume out of a town. You had the vision to see that although there might be considerable missionary work to be done on "travelo" and Lido Swim Suits, which might not bring you immediate financial returns, but by doing this missionary work you would be making your sales, and consequently the sales of Peckham-Forment on a more even keel during the twelve months. You also took hold of the Lido jacket number, and without it interfering in any way with "travelo" jacket sales, succeeded in placing it with many accounts.

4. *New accounts:* You succeeded in opening up a great many new accounts of good credit standing. I might add a word here, that credit is an important point to consider in opening a new account, and even though another salesman sold more new accounts than you did, the credit in some instances was far from good, with the result that while his bookings showed bigger business, *your net sales were greater.*

5. *Co-operation with the credit department:* The Credit Department reports to me that during the course of the year you have shown rare judgment and tactful diplomacy in working with your customers wherever the credit question came up, and were not only satisfied to book orders but were most interested in seeing that your customers paid for their merchandise promptly on the basis on which it was bought. We might also mention that in several instances you made special trips, which were no doubt expensive to you, for nothing more than to secure the customers' checks that were then past due.

6. *Co-operation with advertising:* As you are no doubt aware, we subscribe to a Clipping Bureau which furnishes us with all advertisements in which our products are featured. We can unhesitatingly say that your territory produced more trade advertising on our products than any other territory. I would like to add that this is the only basis on which we can begin to figure in dollars and cents the return we receive for our advertising expenditure in national publications.

7. *General reaction from the trade:* This is a little hard to judge for various reasons: It is very seldom that a customer will go to the physical effort to write us what a good man Mr. So

and So is, and it is also just as rare for a customer to knock a salesman when some member of a firm happens to be in his store. The only way that we can judge the "general reaction from the trade" is by the fact that not once during the year did a single customer of yours write us that "At the suggestion of Mr. One," or, "With the permission of Mr. One" he was returning so and so, or that "Mr. One at the time of booking the order said if this or that model didn't sell, the customer could return it."

"In conclusion, in awarding this prize, we are naturally guided by many small incidents during the year which show us the worth or weakness of a salesman. For instance: You saw fit during the height of the season to call us on long distance telephone, paying the charges yourself, to transmit several orders from your customers in order to give them prompt service. To the best of my recollection, we have yet to receive a telegram from you "collect."

"When you were recently at the Mill, you were introduced to a new salesman secured by us. This man was nothing to you except a fellow worker, and yet you gave up almost an entire day, not only to help make him familiar with our line and methods of doing business, but to give him the benefit of your experience. We call this the right spirit and we are glad to be able to repay in some measure, in dollars and cents, the spirit of helpfulness displayed by you.

"I don't think that I could better express the feeling of our organization that goes with this check than to close my letter with 'Mr. One, you are a true salesman.'"

Mr. Two received the following letter:

"Dear Mr. Two:

"You have seen my letter to Mr. One, to whom the judges have awarded first prize in the bonus contest. This letter will convey to you the basis on which the prizes were awarded.

"You will find attached to this letter our check for \$350, as winner of the second prize in the bonus

contest. In awarding you second prize, we have viewed the seven points as a whole. It is really quite unusual for us to consider you in line for any prize due to the fact that your sales showed a decrease. However, this is one of the strong points in considering the prize awards, namely, that increased sales do not count for everything, new accounts are not the all-important factor, nor coverage of territory, etc. In other words, we have chosen the salesmen who, from all points considered, have proven themselves worthy.

"It seems rather a paradox that you should win second prize in spite of the fact that your sales decreased, but this is actually the case. One of our most productive States, from a business standpoint, is Florida, which just closed a very trying year. From every check-up we can make, there is no doubt about it that you could have done a much bigger business there than you did, but I also firmly believe from the same check-up that it would have cost us a tremendous amount of money in non-payment of bills on the part of the people you would have sold to.

"A stranger reading this letter might make the remark that if the customer's credit were not good, we would not have shipped the merchandise, but in the case of Florida most of the customers were flourishing at the time business could have been booked, but they were not sound financially at the time they would have had to pay for the merchandise. We mean that a number of concerns opened up with plenty of capital and we would have shipped them the merchandise, but in a good many instances their bills would not have been paid. You sat tight and waited to see what firms would survive the depression before selling them. Therefore, though your sales actually decreased, we consider that you used excellent judgment, and in order to forfeit this unsound business you had to work doubly hard to get more business from your other territory. This is practically the entire basis on

which we have awarded you second prize, but in closing we might add that you showed excellent co-operation with the sales department.

"In one particular instance you displayed the proper Peckham-Foreman spirit, which deserves mention, and that is your efforts in compiling for us a *SwimSuit* price card for our customers' use, similar to our "travelo" and *Lido* Jacket price card, which we adopted and which simplified matters for us and the trade.

"By winning second prize in 1927, remember you have not eliminated yourself from further prizes, and so we urge you to put on full steam in 1928 and go after the first prize of \$1,000."

We wrote the following letter to Mr. Three:

"Dear Mr. Three:

"You have seen my letters to both Mr. One, winner of the first bonus prize of \$1,000, and my letter to Mr. Two, winner of the second prize of \$350, and so I do not want to bore you by repetition.

"In your case, you have shown a 20 per cent increase in sales, and the credit department informs me that you have worked with them 100 per cent, not only selling a limited rated customer intelligently, but in helping them receive payment for merchandise sold by you.

"We are also glad to say that our records show that you have also stressed to your customers the advantage of advertising "travelo" and *Lido* products. Returns of merchandise in your territory were almost at a minimum, and during the entire year the writer does not recall an instance where any misunderstanding occurred between you and a customer.

"One incident in particular stands out prominently. You were receiving from us a very modest weekly expense check, and one time you saw fit to write us to omit the check that week because you were going to make some neighboring towns around your home which you could cover with very little expense and so you would not require the expense check that week. This stands out, not because of the small financial outlay you saved

New York Herald Tribune  
Net Paid Average Circulation for Six  
Months Ending March 31, 1928

The increasing number of its readers and their unusual responsiveness to advertising in the New York Herald Tribune make this newspaper the logical keystone for a successful advertising campaign in New York —the world's greatest market.

NEW  
Herald

# 398,766

Sunday Average Circula-  
tion for 6 months ending  
March 31, 1928. **A gain of**  
**32,546** per Sunday over  
the same period a year ago.

# 302,365

Weekday Average Circu-  
lation for 6 months ending  
March 31, 1928. **A gain of**  
**12,691** per day over the  
same period a year ago.

YORK  
*Tribune*

us, but for the spirit in back of it.

"We are only too happy to be able to show our appreciation at this time for your worthy efforts by enclosing our check for \$150 as winner of the third prize."

All in all, we are 100 per cent satisfied with the results of our first year's bonus contest. The appreciation shown by the winners, the good sportsmanship displayed by the losers and the general wholesome reaction are most gratifying. We did not receive a single complaint that one man's territory did not have the same chance as the other fellow's, as they all realized that the basis on which the awards were made eliminated the possibility of such a comeback. The actual result, as experienced by us was profitable, not just in increased sales, but in additional co-operation, better feeling, more enthusiasm and in corralling the forces and energy of our men to visualization of the greater possibilities in selling "travelo" and Lido Knit Jackets and SwimSuits.

### Start New Advertising Business at San Francisco

Herbert C. Bernstein and Leon Livingston have organized Bernstein & Livingston, Inc., to conduct an advertising business at San Francisco. This company has purchased the San Francisco office of the Lockwood-Shackelford Company, advertising agency, and the advertising business at that city conducted by Mr. Livingston. The staffs of both organizations have been combined. Mr. Bernstein has been vice-president of the Lockwood-Shackelford Company.

### Stanford Briggs, Inc., Now Byron Musser, Inc.

Stanford Briggs, Inc., New York art service, has changed its name to Byron Musser, Inc., with Byron Musser as president. Mr. Musser has been with the Briggs company for seven years.

Other officers of the new company are Roger McE. Smith, vice-president, and Irwin Smith, secretary-treasurer.

### "House Furnishing Review" Appoints J. T. Meehan

*House Furnishing Review*, New York, has appointed James T. Meehan as advertising representative in New England and New York State. He formerly was with the John M. Sweeney Company, publishers' representative, Boston. His headquarters will be at Boston.

### Use of Secret Subsidiary to Cut Prices Condemned

Price cutting on the part of a large ice cream manufacturing concern by means of the operation of a secret subsidiary company, ostensibly as an "independent," has been revealed by the Federal Trade Commission in a stipulation proceeding. This bogus independent company, represented as a competitor of the respondent company, which was really its sponsor, cut prices in territories where the principal competitors of the respondent were active and sold the products of its manufacture at and below the cost of production and delivery.

This is said to have had the effect of forcing a reduction in price of ice cream so that the product of competitors could no longer be manufactured and sold at a profit.

Such a policy was vigorously carried on under the name of the bogus firm for two years and then the fake organization was dissolved. This bogus company was financed mainly through a trust fund created by the principal officers and directors of the parent company. The trust fund, however, was not an asset of the parent company over which it, as a legal entity, had control.

The respondent firm has agreed to desist from this type of competition.

### "Popular Science Monthly" Appointments

J. S. K. Hammann has joined the advertising staff of *Popular Science Monthly*, New York, and will be in charge of New England territory. He was recently with *Better Homes and Gardens*, New York, and formerly was with the *Scientific American*.

John F. Nichola, who has been New England representative for *Popular Science Monthly* for the last twelve years, has been appointed Eastern advertising manager.

### Buy "Wire & Wire Products"

*Wire & Wire Products* and the "Wire Products Directory & Buyer's Guide," New York, have been bought by Frank Quinn and Richard E. Brown. They will hereafter be published at that city by the Quinn-Brown Publishing Corporation.

### New Account for Smith & Ferris

Pacific Ready-Cut Homes, Inc., Los Angeles, has appointed Smith & Ferris, advertising agency, of that city, to direct its advertising account.

### Absorbs "Pioneer Pecan Press"

The *Pioneer Pecan Press*, San Saba, Tex., has been purchased by the Lighter Publishing Corporation, Chicago, and has been consolidated with the *National Nut News*, Chicago.

# Financial Advertising Develops a Backbone

Advertising Managers of Twelve Well-Known Investment Houses Show in New Book How to Sell More Bonds and How to Sell Them More Economically

"IN the bond business we must advertise a single issue. What we say in an advertisement must be confined to facts and figures on that issue. It's not the same job as selling soap. Such advertisers have the same product to talk about day after day. Our product changes every day. Furthermore, many of these tricks that you call merchandising and that you apply to soap can't be used for bonds."

An untold army of advertising agents and of solicitors for advertising mediums has heard such argument from investment banking houses for years. Most of them have accepted it as valid. The investment banker has said it with a show of sincerity that left no doubt in his listener's mind. It seems, however, that while the banker has been sincere he himself has been doubtful. As proof of this assertion, there is the fact that several years ago, through his organization—the Investment Bankers Association—he decided to find out whether or not advertising held greater possibility for his business than he imagined.

For a time this association endeavored to find an individual who would investigate the subject impartially. Failing in this it turned to the Financial Advertisers Association and asked it to take the job on its shoulders. That association in turn picked a committee made up of the advertising managers of twelve of the best known investment houses in the country to do the job.

After some two years of work, this committee turned in its report in the form of a book called "Advertising Investment Securities," which has been published by Prentice-Hall, Inc., New York.

Ten years ago this book could not have been written. In the first place, there was not sufficient knowledge of the subject and in

the second place, no group of advertising managers in the investment field would have possessed the courage to speak up and tell the heads of the business in print that their attitude toward advertising is wrong.

## NO APOLOGIES

Ten years ago, a report on the value of advertising would have been apologetic. This report of today is aggressive and positive. The "single issue" barrier—the idea that all an investment house can do with advertising is to use it to tell the lawyers' story and the accountants' story on a particular issue of bonds—is swept away with skill and with authority in this book. This is done not by argument against the "single issue" theory, but by the painting of a picture of the possibilities of advertising as the following extracts from a chapter on "advertising copy" will show.

"Perhaps," say the authors in this particular chapter, "the very first question that will occur in planning to tell the story of an investment banking house to the public is 'What are we selling'?" . . .

"Probably the off-hand answer to the question would be that we are selling bonds, meaning, of course, individual issues of bonds. However, the fact is, that if we are doing a good selling job, we seldom sell mere issues, and when we do we are very likely to be doing an incomplete job. If we analyze our market, we find it is made up of three classes: the experienced, consistent buyer, the less experienced, occasional buyer, and the potential buyer of good income. . . .

"First, consider the potential buyer of good income. Is it a question of selling the merits of this or that particular bond? Certainly that is not the major sales job, for this man is not even a



## Buy Typography Upon This Basis, *and you can buy with your eyes shut*

THE purpose of the Advertising Typographers of America is to place their calling upon a dignified, honorable and responsible plane; to exclude bunglers and tricksters; to make skill and quality, not favors or concessions, the cardinal consideration; to enable the advertising agent to purchase his composition from business men upon a business basis; to impress members of the association with the importance of not making a promise that cannot be kept, nor breaking a promise that has been made; to invite and deserve respect and confidence through the practice of the same high principles of integrity which actuate other branches of the advertising profession.

TYPOGRAPHY  
THAT SETS UP AN IDEAL



*Members of*  
*Advertising Typographers*  
*of America*

NATIONAL HEADQUARTERS  
461 Eighth Avenue • New York

J. M. BUNDECHO, INC. . . . .	58 East Washington Street, Chicago
E. M. DIAMANT TYPOGRAPHIC SERVICE, INC.,	195 Lexington Ave., New York
WENDELL W. FISH . . . . .	919 Union League Building, Los Angeles
FROST BROTHERS . . . . .	207 West 25th Street, New York
DAVID GILDEA & CO., INC. . . . .	22 Thames Street, New York
MONTAGUE LEE CO., INC. . . . .	216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC.,	314 East 23rd Street, New York
PROGRESSIVE COMPOSITION CO.,	Ninth at Sansom Street, Philadelphia
STANDARD ADVERTISING SERVICE,	250 West 40th Street, New York
EDWIN H. STUART, INC. . . . .	422 First Avenue, Pittsburgh
SUPERMEE AD SERVICE . . . . .	229 West 28th Street, New York
TRI-ARTS PRINTING CORP. . . . .	27 East 31st Street, New York
TYPOGRAPHIC SERVICE CO. OF N. Y., INC.	216 East 45th St., New York
THE TYPOGRAPHIC SERVICE CO.	75 N. New Jersey St., Indianapolis
TYPOGRAPHIC SERVICE CO. . . . .	417 Pico Street, Los Angeles
KURT H. VOLK, INC. . . . .	215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC. . .	617 North 8th Street, St. Louis
GEORGE WILLENS & CO. . . . .	457 West Fort Street, Detroit
S. WILLENS & CO. . . . .	21 South 11th Street, Philadelphia
WOODROW PRESS, INC. . . . .	351 West 52nd Street, New York
AD SERVICE CO. . . . .	313 West 37th Street, New York
ADVERTISING AGENCIES' SERVICE CO.,	216 East 45th Street, New York
THE ADVERTYPE CO., INC. . . . .	345 West 39th Street, New York
ASSOCIATED TYPOGRAPHERS, INC.,	460 West 34th Street, New York
BERTSCH & COOPER . . . . .	154 East Erie Street, Chicago

bond buyer. Our job is to sell him on investing, on the desirability of a second income, on the importance of conserving a part of his funds. Or if he is an investor in some other type of investments, such as real estate, preferred stocks, etc., the job is to sell him on bonds as a class in contrast to his present preference.

"With the second class, the sporadic buyer, again is it a question of selling Bond A or Bond B? Not so much, it appears, as it is selling him on the necessity for increased investment, for systematizing his investing, for foregoing perhaps uncalled-for expenditures, with a view to increasing his second income.

"With the third class, the experienced, consistent buyer, it may be argued that it is a question of selling issues. Here is a brass-tack buyer. He wishes facts, more facts, so he says. But is this true? Isn't it rather selling an investment, policy, structure, diversification, plan? Put differently, isn't it a question of selling an assured income?

"Selling the issue is, of course, a necessary step in any one of these classifications, but not the major step as is so often thought. Assuming in all cases that we have sold our house and our policies, the issue frequently does not need to be sold; it is accepted. Too many investment advertisers are still selling issues. They should be selling investing, more consistent investing, better planned investing. . . .

"What a veritable wealth of ideas for the investment advertiser! And yet how paradoxical the fact that such subjects, literally throbbing with human-interest appeal, are wholly neglected in most of the investment advertising of today, at the sales meetings and in the sales bulletins of the great majority of bond houses. Issue, issue, issues—closed mortgage—senior financing—times interest charges, earned—after depreciation—kilowatt hours, all the dry-as-dust, legalistic, forbidding terms, so dear to the hearts of lawyers, accountants, and engineers, constantly

spread before the public; but desirability of a second income, bonds as a class in contrast to present preference, investment structure, diversification, plan—how seldom!"

Along with this new vision of the possibilities in advertising copy as indicated, in part, by the foregoing quotations is a new vision on merchandising possibilities in investment banking. In giving this new vision, the authors frankly utter a conviction that the distribution machinery of the bond business is antiquated when compared with the improvements made in the distributive equipment of industry. They strongly advocate the use of banks as retail outlets and in fact indicate a belief that banks will eventually be used to retail bonds in great volume. They criticize the investment banker for his failure to widen the market for bonds; for his indifference to the small investor; for his wrong attitude toward the use of the instalment payment idea in bond selling; for his inability to see that branch offices should be located in shopping districts on the first floor so that the public can buy with convenience, and for his failure to set up a co-operative marketing and fact-assembling bureau that would sell the investment idea to the public.

#### A CONSTRUCTIVE BOOK

It should not be assumed from the statements that have been quoted or summarized on advertising copy and on merchandising that this book is tinged throughout with a tone of criticism. Its tone is constructive.

The best description of the book, as a whole, is that in it these twelve advertising managers actually show, from their own experience, how modern advertising and modern merchandising can sell *more bonds* and sell them *more economically*.

The twelve advertising managers who wrote this book, as members of the investment research committee of the Financial Advertisers Association, are: A. E. Bryson, Halsey, Stuart & Co., Inc., Chicago; Eugene Bashore, Blyth, Wit-

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-rtisers  
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-Wit-

ter & Co., San Francisco; Paul T. Bollinger, Harris, Small & Co., Detroit; W. E. Brockman, Minnesota Loan & Trust Co., Minneapolis; Edmond Boushelle, New York; A. M. DeBebian, The Equitable Trust Company of New York, New York; George Dock, Jr., William R. Compton Company, New York; H. G. Hodapp, The National City Company, New York; W. H. Hodge, H. M. Bylliesby and Company, Chicago; E. H. Kittredge, Hornblower & Weeks, Boston; H. B. Matthews, S. W. Straus & Co., Inc., New York; Ethel B. Scully, Morris F. Fox & Co., Milwaukee.

In their work, the members of this committee had the help and assistance of a representative of the Investment Bankers Association, Samuel O. Rice, educational director of that association.

### Belleville "News-Democrat" Appoints Allen-Klapp

The Belleville, Ill., *News-Democrat* has appointed The Allen-Klapp Company, publishers' representative, as its national advertising representative in both Eastern and Western territory.

### H. W. Curtis to Leave Barber Agency

Harry Wesley Curtis, who has been with the J. W. Barber Advertising Agency, Boston, since 1904, will leave that organization on May 1. On that date Harold F. Barber will conduct the business under his own name. This agency, which was founded by his father in 1866, has been under the management of Mr. Barber for twenty-six years.

Mr. Curtis will join the A. W. Ellis Company, Boston advertising agency, to which will be transferred the accounts under his direction.

### C. W. Fuller, Advertising Manager, "College Humor"

C. W. Fuller has been made advertising manager of *College Humor*, Chicago. His headquarters are at New York. He joined that publication in 1926 after an association of several years as advertising manager of *Photoplay Magazine*.

### F. L. Ryan to Direct Sales of India Tire & Rubber

F. L. Ryan, formerly Pacific Coast manager of the India Tire & Rubber Company, Akron, Ohio, has been appointed general sales manager.

### Advertising Display Business Organized

The Ad-Action Corporation has been organized at New York to conduct a mechanical advertising display business and has taken over the equipment of the Animated Products Corporation.

Charles H. Lehman is president, Osias Austin is vice-president and treasurer and Rosalind Greenwald, secretary.

### Eastman Kodak Has Increased Profit

The net profit of the Eastman Kodak Company, Rochester, N. Y., was \$26,142,161 for the year ended December 31, 1927, after charges and Federal taxes. This compares with a net profit, after charges and Federal taxes of \$19,860,634 for 1926 and \$18,467,113 for the corresponding period of 1925.

### Start New Advertising Business at New York

Zinn and Meyer, Inc., has been organized at New York by Richard A. Zinn and Jerome S. Meyer, to conduct a general advertising business. Mr. Meyer, president, was formerly with Sackheim & Sherman, Inc., New York, succeeded by Sackheim, Schwab & Beatty, Inc., for several years. Mr. Zinn is secretary-treasurer of the new company.

### G. R. Fessenden Joins North American Dye

G. R. Fessenden has joined the North American Dye Corporation, Mount Vernon, N. Y., manufacturer of Sunset soap dyes, as director of advertising and manager of trade service. He formerly was with the Carpenter-Goldman Laboratories, Inc., Long Island City, N. Y.

### New Account for Alfred J. Silberstein

William Jay Barker, New York, manufacturer of Hirsutus hair tonic, has placed his advertising account with Alfred J. Silberstein, Inc., New York advertising agency. Newspapers will be used.

### Z. L. Potter Agency Appoints New York Manager

A. S. Hardin has been appointed manager of the recently opened office at New York of The Z. L. Potter Company, Syracuse, N. Y., advertising agency. He has been with this agency for three years.

### "Vaseline" Net Profit Gains

The Chesebrough Manufacturing Company Consolidated, New York, manufacturer of "Vaseline," reports for the year ended December 31, 1927, a net profit of \$1,018,516, after charges and taxes, against \$967,189 in 1926.



What can a good newspaper say about itself that hasn't been said before, and frequently said quite well?

"Leadership" doesn't mean much any more. Neither does "First", "Dominant", and a great flock of figures which at first glance might be impressive, but which too often conceal rather than elucidate.

An automobile dealer selling one of America's fine cars once summed up his situation most aptly when in the despair that overtakes the copy-writer he asked, "What can I say about a fine car that hasn't already been said about everything on wheels? My car sells for \$5000, but every one who sells a \$1000 car has made his product sound better than the automobile I sell, better than any car could possibly be. I don't know how to claim any more than the rest, and I don't like to claim less."

With due humility we confess to having offended through years past in just the manner we now complain of, though like most of the others, with no intent to deceive. Most of us have been led astray by large terms, gaudy claims unsusceptible of proof, broad statements that mean nothing. We parade a vanity which through our own fault bores its audience until there is no audience.

# n we say?

Let's de-bunk newspaper promotion advertising so that we can get it read and believed.

Now that that's over, here is some information that may interest the man with the Oregon country on his space-buying mind. For instance:

The Journal is an afternoon newspaper; circulation 100,159 daily and 126,535 Sunday. This daily figure, incidentally, is the largest afternoon circulation in the Pacific Northwest. All of it is concentrated in our natural trade zone.

It's all good, clean circulation; no contests, no prizes, none of the current artificial stimulants. For years The Journal has published more local advertising than any other Portland paper and in 1927 its total display lineage exceeded all others in the field.

It's a good advertising medium.

2228

## the JOURNAL Portland-Oregon

BENJAMIN & KENTNOR CO., Special Representatives  
NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.  
PHILADELPHIA—1524 Chestnut St.  
SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.  
SEATTLE—H. R. Ferris, 3322 White Bldg.

(The Journal maintains an efficient Merchandising Service Bureau at your disposal for surveys, charts, data, etc.)

A New Peak FIRST  
on the COAST

First  
in circulation

Finished  
in Total  
Advertising  
FIRST

Big  
Outstanding  
Newspaper

First in  
Cleveland

# Getting Through to the Consumer

You Must Advertise—But You Must Also Have a Story Worth Telling

By S. B. Drucker

President, National Mayonnaise Machine Company, Inc.

**A** BUSINESS problem is often like a picture puzzle. When you first try to put it together, the pattern seems simple and obvious. Then you find you still have a few seemingly unrelated pieces left over. When you finally get the correct layout, you discover that all those oddments not only belong in it, but, if you had only realized it, each from a different angle had been pointing all the time to the same solution.

When we commenced the manufacture and sale of mayonnaise machines, we began to accumulate the usual supply of small but annoying problems and details. They didn't seem to have much relation to each other. One bunch, for example, clustered about the job of giving service on machines that had been bought and paid for.

We had known all along that there is no limit to the capacity of the usual retail grocer or delicatessen dealer for asking or accepting help, so long as he doesn't have to pay for it. That is not said in the least degree in criticism. He is in a tough game, and usually, in the nature of things, with a limited equipment for playing it. We are the last people to blame him for reaching out for all the help he can get, where he can get it.

It is and has always been our policy to begrudge no help we can give him. But the help he called for began very early to run us far afield, and in the total extent and variety of the services our customers required of us, to count up into a really serious item of business expense.

Then there was another cluster of troubles that more or less congregated about the question of the quality of the product sold by the man or firm which bought and operated our machine.

There may still be people who would airily dismiss such question-

ings from their minds. Sell the machine, say they; take the profit; don't worry about what may happen after that. But we are emphatically not among them.

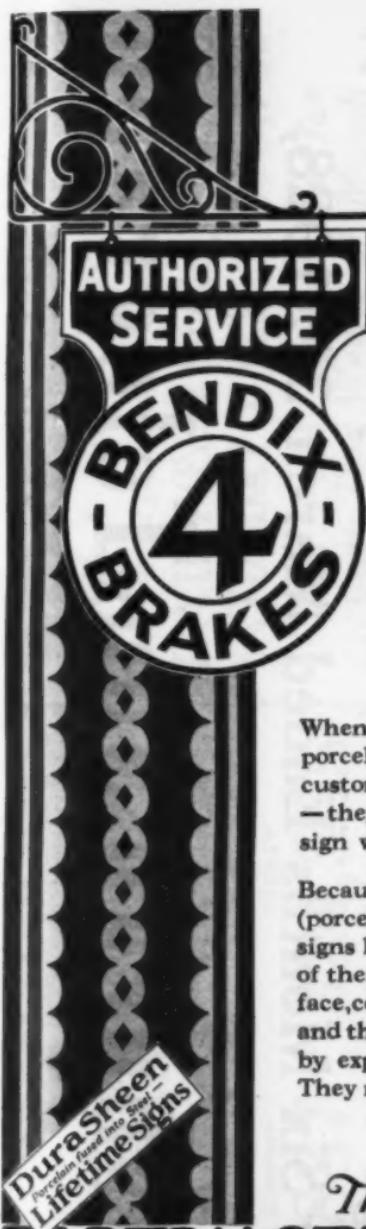
## THE MAJOR PROBLEM

Behind all these, however, and seeming at first to stand by itself, was our major sales problem. It seemed on first inspection pretty much the same as anybody else's sales problem; and it probably is. That is to say, we had a machine and a market. The machine was to be used in the production of a widely used food product of high quality; and the market was made up of everybody in the country engaged in selling food at retail—whether to be taken home or consumed on the premises.

Our prospective customers were hotels, restaurants, delicatessen dealers, grocers, provisioners and so on. You sent a salesman to call upon one of these people, and you either sold him a machine or you didn't. Once again there are probably people who would say that was all there was to it.

But it wasn't. Whether you made a sale, or didn't make a sale, there were many questions to be asked. If the sale was made, why did this man buy it when that man had refused? How did he use the machine after he bought it; how much help did he need from us to make it a profitable purchase for himself; did his customers respond promptly to the selling appeal he built around the machine? What, summing it all up, happened after the sale, and how, and why?

If no sale was made, why wasn't it? What were the apparent reasons for refusing to buy, and what was the real reason, and how could it best be overcome? What was it, really, we were trying to sell to this man, that he should refuse to buy it? And



The  
Finest  
Colored  
Sign Made  
~yet  
surprisingly  
inexpensive

When we quote prices on DuraSheen porcelain enamel signs, most of our customers seem pleasantly surprised — they thought that so handsome a sign would be vastly more expensive.

Because of their sturdy construction, (porcelain fused into steel) DuraSheen signs last practically forever. Because of the fine lustre of the porcelain surface, colors appear particularly brilliant and that brilliance remains undimmed by exposure to any kind of weather. They require no upkeep.

All these advantages at  
a cost surprisingly low.  
Write for further details.

*The*  
**BALTIMORE ENAMEL**  
*and NOVELTY COMPANY*

**Makers of "DuraSheen" Lifetime Signs**

P.O. BOX E-4, BALTIMORE, MD. — 200 FIFTH AVE. NEW YORK

216,545

Average Net Paid Sale, Weekday and Sunday,  
for Six Months Ended March 31, 1928,

**Pittsburgh Sun-Telegraph**

*This Is a New High Record Average Net Paid Circulation  
As Shown in Sun-Telegraph Mail to the Post Office Dept.*

The Pittsburgh Sun-Telegraph, since its establishment on August 2, 1927, has been growing steadily, both Daily and Sunday, and has now reached a circulation of 216,545. This is a new high record average net paid circulation for several days. It was divided as follows:

The Pittsburgh Sun-Telegraph, since its establishment on August 2, 1927, has been growing steadily, both Daily and Sunday.

No premiums, canvassers or contests have been used to stimulate circulation.

## Quarterly Circulation History of The Sun-Telegraph:

Third Quarter, 1927

Daily (Except Saturday) <sup>SUNDAY</sup>

(August 1 to September 30)

**181,887 324,555**

Fourth Quarter, 1927

Daily (Except Saturday) <sup>SUNDAY</sup>

**191,232 335,850**

First Quarter, 1928

Daily (Except Saturday) <sup>SUNDAY</sup>

**203,796 346,056**

*net paid circulation average for seven days. It was divided as follows:*

**SUNDAY . . . . . 340,926  
DAILY . . . . . 195,681**

*The daily net paid circulation was divided as follows:*

**DAILY (Except Saturday) 197,480  
SATURDAY ONLY . . 186,780**

*Net Paid Circulation for  
Last Two Weeks of March*

**Daily ( Except Saturday ) Net Paid... 205,285  
Saturday—Only, Net Paid 197,857  
Sunday—Net Paid..... 353,961**

*The Sun-Telegraph's Circulation  
Records Are Open To Everyone*

how far could we afford to go, in investments of time, money and methods, to overcome his refusal?

Everybody, I suppose, naturally divides his market into the two classes; those who buy, and those who don't buy. But in our case we soon found that the buying or the refusal could be considered as no more than symptoms of a deeper, natural classification; and when we began to study this classification, the true pattern of our business picture puzzle began to show itself underneath all the seemingly unrelated surface difficulties and indications.

First, consider the people who bought our machine. They were apt to be the alert, intelligent and successful vanguard of the retail food trade—not that they were this because they bought our machine, but they bought our machine because they were these things; because they were shrewd enough to see the long-profit possibilities in an idea which the machine embodied.

That idea was the idea of selling an individual brand of fresh-made mayonnaise—the guarantee of quality implied in making the product right there on the counter in plain sight of the customer, and the guarantee of freshness implied in the fact that the customer could obtain it on the spot after seeing it made. Having seen this idea, they proceeded to profit by it; and they did profit enormously.

We could, in fact, and did, use the familiar line of sales argument first devised by the late John H. Patterson for his cash registers. It applied even more emphatically to our machine—the fact that the total initial cost, let alone our own profit on its sale, was utterly insignificant compared with the profit possibilities to the purchaser.

#### PROFIT STORIES

Very early we began to accumulate an amazing series of profit stories. One department store in Rochester sold 10,825 quarts of fresh-made mayonnaise in a single day. Other big retail food establishments kept first one, then another, and finally in some cases a

whole battery of machines running all day long to meet the demand. And this profit was in the idea; all our machine did was make it possible.

On the other side of the picture were the people who didn't buy. They were the smaller dealers, the less enterprising and more cautious; the people who prefer to play safe and stick to familiar lines; those to whom the cost of even the smallest model of a mayonnaise machine represents an alarmingly big investment. They didn't buy because they couldn't believe us when we told them how easy it was, and how profitable; they were constitutionally unable to believe in such profits.

If they saw the profits in private-brand fresh-made mayonnaise, they also saw, correctly, that even this idea would have to be sold, and they had (again, in many cases, rightly) no confidence in their own salesmanship—if it were left to their salesmanship, unaided, to do it. They preferred the safe, unexciting existence of an order-taker for known and nationally advertised brands of food products, which people merely came to the store to take away. And who, after all, is to blame them?

But it seemed as though between these two stools we might, perhaps not fall to the ground, but certainly would not mount as high as we felt ourselves entitled to mount. We continued to search for the answer—and now we believe we have found it.

It should gratify the readers of PRINTERS' INK to find that we believe the answer to be in advertising; but once again that is not all there is to it. Before advertising comes the fact, already set down, that what we really have to sell is not a machine but an idea—an idea of which the machine is merely the embodiment and the means of its achievement. And that idea is emphatically, logically, inevitably one that can only be adequately projected by advertising.

It is the idea of carrying the actual manufacture of a quality food-product right down into the retail store, and at the same time

controlling every step in the process; so that the dealer can combine the appeal of "fresh-made and fresh-sold on the premises" with the assurance of standard quality that must be behind a nationally advertised brand.

Simple, isn't it? But it has taken us some years to work it out; we have proceeded carefully and patiently, and tested each step of our progress until we are sure we are right. And now observe how all those other seemingly unrelated pieces of the problem fall neatly into place:

The specific method we have adopted to work out the basic idea has been to organize a new subsidiary company—the Visa Company, Incorporated. The name conveys a suggestion which we think is going to make one of our strong sales appeals—"visa-ability"—see it made and know it's pure."

The Visa Company does not sell mayonnaise machines; it leases them. The lessee becomes the authorized local manufacturer-dealer of Visa mayonnaise. His lease is at the same time a contract whereby he binds himself to maintain certain rigid standards of freshness and purity of ingredients and cleanliness of manufacture. If we catch him deviating from the recipe or departing the least little bit from any of the ethical and merchandising practices required for the name of Visa, we take away both his machine and his sign, and cancel his license.

#### SMALL INVESTMENT

As he does not buy the machine, his investment is tiny. As our licensed dealer and lessee, he pays for, he is entitled to get and he does get, all the help and service we can give him. In fact, by careful, detailed directions and instruction we reduce his job of mixing batches of mayonnaise to such simplicity that a child could do it, and frequently does.

We come so near to doing it all for him that he can scarcely find it harder than the job of handing down a can from the shelf and making change, which he always has to do, even with the most thoroughly advertised brand of

food product. And what is more, just as other manufacturers do, we are going to do it all for him on the selling side, too—that is to say, we are going to undertake the job of selling the consumer by means of advertising.

Let us just, in conclusion, summarize what it means, and may mean for a wide variety of necessities or luxuries, food products or otherwise. In the first place, we are not closing the door to the type of business we already had. We shall continue to sell mayonnaise machines outright to people who are willing to buy them and play the game for the long profit there is in fresh-made and fresh-sold private-brand products. And while we shall do all we can to encourage the maintenance of quality among them, we cannot enforce responsibility for it. But we can probably safely leave the few who don't appreciate it, to their inevitable punishment.

But we shall, we are confident, find through this plan of making our own direct contact with the public, a broad highway of business compared with which all that we have had before will soon seem like a by-path. And it will be, we think, a smoother and pleasanter highway because it goes around so many of the obstacles the old road had.

#### Death of Herman W. Ormsbee

Herman W. Ormsbee, at one time advertising manager of the Brooklyn, N. Y., *Daily Eagle*, died last week at Massapequa, N. Y., in his seventy-eighth year. Although he had been retired from active business since 1904, he is remembered by many people in the advertising business through his more than twenty years of service as advertising manager of the *Daily Eagle*, the *Brooklyn Times* and the old *Union-Arms*, now the *Brooklyn Standard Union*.

Mr. Ormsbee is survived by his son, Malcolm H. Ormsbee, of O'Mara and Ormsbee, publishers' representatives.

#### H. R. Palmer with Tracy-Parry

H. R. Palmer, formerly with the New York office of the Gardner Advertising Company, Inc., has been appointed to take charge of the New York office of the Tracy-Parry Company, Inc., Philadelphia advertising agency.



## *Sales Ingratiation Simplified*

**T**HINK of the effort salesmen expend to evoke a mood of receptiveness from the prospect—of the thousand and one devices and stratagems to induce an attitude of relaxed and friendly acceptance for your sales story.

Picture in your mind's eye thousands upon thousands of salesmen who to-day in business offices all over the country are ingratiating themselves with their prospects with good stories—and bad; talking golf, the hobbies of the people they sell to. What a tremendous struggle to inspire ease in the prospect!

Then think of your prospect at the radio; relaxed, eased, in pleasant and receptive mood.

A mood of your making. A gracious attitude to you and your product out of the entertainment you have offered him. Barriers of reserve and restraint are down. An established prejudice exists in your favor. Selling ingratiating has been accomplished.

What wonder that advertising on the radio is riding in on a wave of enthusiasm—that schedules are filling.



*Soon it will be a problem to get time on the air.*

Isn't now the time to inquire into the opportunities that exist for your business over the ether?

In the New York Metropolitan District alone—in the richest market in the Western world, nearly ten million people are within the sound of your voice. A substantial number of them will be tuning in on the air to-night.

W O R,—in the front rank of popularity with this great listening-in public, opens to you a broad vista of rich selling opportunity. May we discuss with you ways by which we may help you to launch a campaign of conquest in New York?

*Through W O R's membership in the Columbia Broadcasting system you may, if you wish, tie in with fifteen other stations for national coverage.*

# W O R

STANLEY V. GIBSON

*Manager, Commercial Department*

28 West 44th Street, NEW YORK

# This Department Store Fits Its Advertising to Its Readers

It Uses Each Local Newspaper for a Special Purpose and Varies Its Advertising to Suit the Mentality of the Merchandise's Prospective Buyers

An Interview by A. H. Deute with

## Frank Neely

General Manager, M. Rich & Bros., Company, Atlanta, Ga.

**"I** DON'T know anything which hits the advertising dollar so hard as the blind faith which so many of us have in advertising. The time is past when business men try to figure out if advertising pays. As a matter of fact, it pays so well that all too often we don't stop to figure out just how well it does pay."

That sums up Frank Neely's faith in advertising. But Neely, who is general manager of M. Rich & Bros. Company, Atlanta department store, does not go very far on mere faith. He wants to know the why of things. Primarily an engineer along production lines, he is at the head of one of the largest department stores in the South and he has developed some interesting situations through being able to analyze costs and go a step further.

"We see all around us money being made through the use of advertising," Neely told me recently, "and the tendency is to get lazy and figure that all we have to do is buy a large enough quantity of white space and fill it up with black type, sign our name to it and get rich.

"The man who stops to give advertising a thought realizes immediately that such an idea is foolish and wasteful. A lot of us give it a thought, all right, but then what do we do about it? Advertising is a lot like the weather. We talk about it and talk about it. But when we get through talking, what do we really do about it? That's a good deal the way we look at our advertising."

This reasoning on the part of Neely led to an analysis by him of his advertising and it brought out this—for the same reason that a

store carries a variety of lines and grades, a store's advertising should be varied to suit the mentality of the readers and prospective buyers.

To prove this point, we stood for fifteen minutes in the delicately simple room on an upper floor where Atlanta business men's daughters and wives were selecting expensive wraps. Then we rode down to the great bargain basement where over a million dollars worth of business is being done every year. "It is plain to see," Neely explained, "that it is necessary to vary the merchandise and the fixtures and the whole atmosphere to suit the various groups of people. For the same reason it is good business to change the type of the advertising with the type of newspaper in which the advertising appears.

"Another thing is this matter of circulation and duplication. It goes without saying that in a city like Atlanta, with several worth-while daily papers, there is bound to be duplication. One is foolish to try to ignore it or explain it away. Why try to do that? Why not make it an advantage, instead of a disadvantage?

"All it takes is a little more work on the part of the advertising department. It just means writing more advertising. That is something no advertising department complains about. It means a bigger and more useful department with a greater opportunity to help build the business."

So M. Rich & Bros. Company is building different sets of advertisements for different papers. The copy appeal is different. The articles advertised are different.

The advertisements differ as

# Supreme in Syracuse! First in advertising

*(in local-in national)  
- and in total*

The Leader For Over 20 Years ~

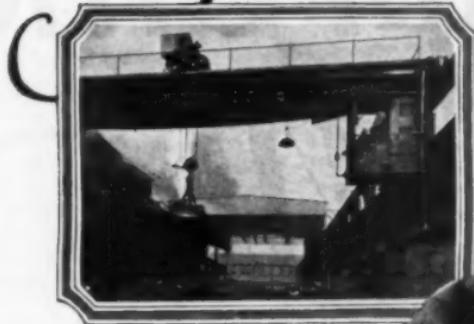
## THE SYRACUSE HERALD

O'MARA & ORMSBEE, Inc., National Representatives

280 Madison Ave.   Peoples Gas Bldg.   General Motors Bldg.   Monadnock Bldg.  
New York City   Chicago, Ill.   Detroit, Mich.   San Francisco, Cal.

# Show the Jobs!

...illustrate it



*Actual installations of huge equipment, as well as the difficult jobs that can be done with your motor truck, become powerful sales arguments when shown in truth-telling photographs.*



*From massive electric cranes to intricate machines for working in microscopic scale—all can be placed effectively before the prospect with photographs.*



bs that can be done.....  
ate with Photographs!



© M. A. G.

**G**EVEN the dyed-in-the-wool "die-hards" will believe—if they see photographic proof of your performance claims. The camera wears no rose-colored glasses—and buyers know it! They know it has no imagination—no fanciful ideas of fact. They accept without question the story that it tells them. Where words fail, you can always depend on Photographs to convince—because they bring understanding to the buying mind quickly and clearly.

**PHOTOGRAPHS**  
*Tell the Story*

completely as the bargain basement differs from the dress department. Each advertisement is being built to appeal to the general group of readers who are inclined to buy that particular type of merchandise.

"In this way," Neely explained, "we can make the advertising dollar do a full day's work. We can give more departments a chance to make themselves heard or read about. It also gives us a better opportunity to know, at first hand, just what each individual newspaper is in position to do for us. There isn't much chance to talk about cumulative goodwill, mass circulation and that sort of thing when each publication gets more and more down to bed rock. And why is this not the best thing for every publication? Thus far, it has met with the hearty approval of advertising men on the newspapers.

"Put each publication right on its merits—squarely on its own feet—let it go right out and do what it can do—and let it have full credit for what it accomplishes and one is bound to get closer co-operation from the newspapers. That isn't any different from sending out salesmen on the road. If a salesman is given a definite territory and a definite job to do he knows he is being judged on what he actually does and he works accordingly. The most faithful, loyal salesman in the world gets a great deal of his enthusiasm and driving power taken out of him when he realizes that his efforts may find themselves submerged in a sort of hodge-podge of general effort.

"Where would one get in the management of a store if buyers flitted about from furniture to

drugs to linens and so on? What sort of store morale could one have if the salespeople were shifted from one end of the store to another? There would be no opportunity for them to take personal interest in their work or de-

**Rich's Model Interiors**

*SPONSORS*

*Decorative Fabrics*

**MODERN FABRICS**—that reflect the conception and taste of the country with characteristic power of the character of new American Country Style.

**FRUIT TABLE**—with deer theme. Choice pieces of fruit, including the most choice pieces in America....

**GRANITE CHINTZ**—being the emblematic fabric with the most beauty and variety found in America....

**ENGLISH CHAMBERS**—being in reproduction, and being the most representative of the lines of Englishmen....

**MODERN LAMPS**

**the five model interiors**

**RICH'S FIFTH FLOOR**

**rich's**

THIS RECENT ADVERTISEMENT OF RICH'S IS PROOF THAT THE STORE PRACTICES WHAT MR. NEELY PREACHES

velop personal pride in their accomplishments.

"Exactly the same thing is true with space salesmen and with the newspapers they represent. There is nothing which so thrills the real advertising man on a newspaper as the definite knowledge that his paper accomplished certain definite things in an advertising way. Give him a chance to work with you so that his paper gets an opportunity to show definite, tangible results

and you are bound to get from such a man the best that is in him."

Regardless of the inherent value of advertising as advertising, we all know that white space is just the spot where we go to work. White space, in itself and of itself, gets us nothing. It is what goes in there that counts.

"We can safely say," Neely went on, "that advertising is a long way from being perfect or 100 per cent efficient. Anybody who gets a self-satisfied attitude toward his advertising is wasting his own money. Advertising can always, at least in this day and age, be made better. Copy can be made more persuasive and appealing. It can be made simpler and clearer—stating the facts so that even the casual reader's attention is attracted and a possible customer made. Layouts and displays are being steadily improved. Compare magazine advertising of today with that of just a few years ago and note the great change. Newspaper advertising by local institutions has, as a rule, not made such marked headway. There is a reason for that. The individual stores have not the gross sums of money to put into general advertising. Their advertising dollars are usually checked up more closely. But that is all the more reason why the department store's advertising department, if it wants to, can dig in and show most astonishing headway during the next few years. So far as we are concerned, we are already at it."

### Merge as the Herald-Nathan Press, Inc.

Clarence S. Nathan, Inc., and the Herald Square Press, both of New York, have merged under the name of Herald-Nathan Press, Inc. Jacob Monsky, president of the Herald Square Press, is president of the new organization and Herman Jaffe, president of Clarence S. Nathan, Inc., is vice-president.

### Appoints J. D. Hamilton Company

*Commerce*, published at Calcutta, India, has appointed the J. D. Hamilton Company, publishers' representative, as its sole advertising representative in America.

### Have Some Advertising Artists Got the D. T.'s?

AUGUSTA, MAINE

*Editor of PRINTERS' INK:*

I am greatly worried. I am seeing things. I recall the words of the old song:

"Had a touch of the shakes as I glanced  
o'er the bow  
Saw nine kinds of snakes dancing 'round  
on the Howe  
There were things of all sizes and  
shapes, I declare  
Which walked on the earth and swam  
through the air."

Is it that I am having the jimmies, or is it someone else?

In a recent issue of a woman's magazine I beheld last night a wire wastebasket containing three moldy red peppers. This basket hung without visible means of support in a subterranean garbage can. Beneath it all was blooming a freak pink dahlia blossom. Somehow I thought I ought to see a doctor. I consulted my good wife. She saw the same thing I did.

I showed it to the neighbors. They all said they hadn't touched a drop for months. Either I am slipping or the artist (?) surely had been drinking something heavy just before he made that daubedonthing. What is this modern art coming to? Do they see things like that in the studios today?

Some of the distorted freaks I have lately seen in magazines and advertising pieces are so sadly mixed that I almost believe the old-fashioned delirium tremens must be pretty tame. In those days they saw

"— lizards and tree-toads and fiery-eyed frogs  
Some talking like persons and barking like dogs  
A thing that was part serpent, part tiger, part cow,  
Was amongst the collection on board of the Howel!"

Now we see side-show freaks suffering from awful physical distortion and reflecting awful mental distortion on the part of their creators.

I suppose I am a rough-neck, not to appreciate these symphonies in expression. (I'd put them in a padded cell rather than in a magazine.) However, I am one of more than a hundred million who live apart from the seat of art, and I buy my prunes from seeing advertisements that have the human touch, and not the inhuman.

"On the Murray L. Cram, they were bad, I'll allow  
But the Old Nick himself—" must have been responsible for the stuff I saw.

LAWRENCE DORTH.

The C. P. Manufacturing Company, Seattle, Wash., has appointed The Daken Advertising Agency, of that city, to direct a campaign on a new electric washing machine, the Tyde.

# WHAT IS MODERN?



*Features from the April issue of*  
**CHARM**  
*The Magazine of New Jersey Home Interests*

# APRIL CHARM

**W**HAT is the true inwardness of this new thing we call "Modern"?

We see it and hear of it on all sides—in our art; our music; our theatre; in architecture and decoration; in dress; in nearly every phase of present-day life which offers scope for artistic expression.

What is its source? What is its meaning? What aspect of the mood and spirit of our times does it mirror? Reinhardt in the theatre—Ravel or Stravinsky in music, Picasso or Cezanne in art—are their productions fadist? Or do they reveal something that is deep, authentic, promising of permanence?

These are questions we all have considered whenever the work of the moderns has obtruded itself on our attention. The subject is one of intense current interest.

Feeling as we do that no group of people is more interested in the Modern than the smart metropolitans who make up the audience of Charm in New Jersey, we have devoted the entire April issue of Charm to a discussion of the Modern in its every phase.

S. V. GIBSON, *Advertising Manager*

28 West 44th Street, New York

# Can an Association Design Useful Dealer Helps?

This Co-operative Window Display Gives Individual Tie-Up

TRADE associations usually find it next to impossible to devise dealer helps which merchants will use. The reason is that this material often must be so general in scope to satisfy the co-operating manufacturers that it does not fit the dealer's needs.

The Save the Surface Campaign of the paint and varnish industry, however, is successfully solving this problem with a new window display which, while promoting paint and varnish sales in general, ties up with the actual product of the individual manufacturer doing business with the dealer. Consequently the retailer gets direct returns from the display in the form of sales of the particular paint line he stocks.

This display, the campaign's initial piece, is small enough to fit any window yet large enough to attract immediate attention. It is in ten colors. The tie-up comes through a brush stroke bearing the familiar paint and varnish slogan, "Save the Surface and You Save All." In this new window piece, the brush stroke is designed to sweep across the display in such a way that the stroke actually begins in a can of paint, the can being taken right out of the dealer's own stock. Thus, no matter what manufacturer's line the merchant handles, the display takes on an individual hook-up with the store's merchandise.

The display is in three planes, the first of which shows a family standing outside an alluring green gate. On this plane is space for the individual manufacturer's or dealer's name. The second plane shows an attractive home exterior and well painted interior which appears through a cut-out. And the third and back plane shows a phantom castle looming high among fleecy tinted clouds of varied colors, to get over to consumers the idea that "Your Home is Your Castle."

These displays have been merchandised in one mailing of 3,500 broadsides to manufacturers. The broadside gave over its first page to a letter which explained that the Save the Surface Campaign was attempting in this first window display to provide for its members a dealer help which would capitalize national advertising chiefly for producers who could not distribute expensive displays of their own. A cost price of \$1.50 was set on the display, to include any desired imprint.

Two inside pages illustrated the piece, and the back page showed it as it appears during daytime and during nighttime in an actual window where it was made the center of an effective trim. The bottom of this page held an order blank.

Within fifteen days from the mailing of this broadside, the campaign received orders for more than 3,000 displays, for the most part orders from smaller manufacturers. The campaign expects sales to run well over 5,000.

## REASON FOR SUCCESS

The reasons assigned to the unusual reception of this display—which will be re-run, as will the broadsides, too, for a second mailing—are three. First, that it gives the merchant an individual paint tie-up through the brush stroke. Second, because the smaller manufacturer can distribute it as effectively as if it were created especially for him. And third, because it ties in very closely with the campaign's color advertising in national mediums.

This color advertising, too, is new for 1928. Although paint no doubt should have been among the first to use color to advertise its own colors, the industry hitherto has not had funds to carry on extensive color advertising and so has limited itself to large space in black and white. In 1928, how-

ever, the advertising schedule calls for forty-nine advertisements, mostly full pages, in one weekly, one monthly and five farm magazines, twenty-five of which will be in two and four colors. This is an enlarged schedule and is being merchandised to individual manufacturers through reprints of the color advertisements which can be imprinted with the producer's or the dealer's name for store use.

The main thought in the campaign's 1928 program is to work closely with the dealer for the benefit of the individual manufacturers. Color advertising, longer copy telling the color story, and the creation of a window display that enables each co-operating manufacturer in the group to capitalize equally on the display, are all part of the program.

### "Chain Store Review" to Start Publication

The *Chain Store Review* will start publication at New York with a July number. This publication, which will be devoted to the chain store field, will have a type-page size of  $7\frac{1}{4}$  by 10 inches.

J. G. Donley, Jr., formerly editor of *Forbes*, New York, will be editor-in-chief of *Chain Store Review*. A. W. Spore, formerly assistant advertising manager of the Goodyear Tire & Rubber Company, will be advertising director.

### Canadian Accounts for Williams & Cunningham, Ltd.

The Dominion Battery Company, Ltd., Toronto, Ont., and the Sun Oil Company, Ltd., Montreal, Que., and Toronto, have appointed Williams & Cunningham, Ltd., Toronto advertising agency, to direct their advertising accounts.

### J. H. Hamilton Joins "The Elks Magazine"

John H. Hamilton has joined the sales staff of the New York office of *The Elks Magazine*. He formerly was with the New York and Chicago offices of the Kansas City, Mo., *Star*, with which he was associated for seven years.

### A. L. Lippmann, Vice-President, Ajax Agency

Arthur L. Lippmann has resigned from Penick & Ford, Inc., New York, to become vice-president of the Ajax Advertising Agency, Inc., also of New York.

## The Gotham Hosiery Plan of Distribution

### THE SAVOGAN COMPANY BOSTON, MASS.

*Editor of PRINTERS' INK:*

Recently, in reading Mazur's book, "American Prosperity," I noted reference to the distribution system of Gotham Hosiery as an example of a plan that might be adopted in other lines.

If you have in your files, any description of this distribution system, I would like to be advised of same.

CLEMENT K. STODDER,  
President.

A DESCRIPTION of the Gotham Hosiery "hand-to-mouth" method of distribution was given in *PRINTERS' INK* of December 22, 1927, by Roy E. Tilles, vice-president and general manager of the Gotham company.

In a period of five years, the unit dozen shipments have increased 541 per cent. This was entirely due to the new plan of merchandising adopted by the present management.

Under the new plan, no advance business is taken. All orders are shipped the day they are received. The company knows exactly how much merchandise is sold through its retail distributors each day and production is based on these reports. No risk of large inventories and ultimate heavy losses is taken.

Another unusual policy adopted by the company is that relating to discounts. Retailers are given no discount for cash, no trade discount and no discount on quantities. The reasons for this were given in the article, "Do Discount Practices Hinder Stock Turn-over?" which appeared in the August 11, 1927, issue of *PRINTERS' INK*.—[Ed. *PRINTERS' INK*.]

### Showers Brothers and Nurre Mirror Plate Merge

The Showers Brothers Company, Bloomington, Ind., furniture manufacturer, and the Nurre Mirror Plate Company, glass manufacturer, also of Bloomington, have merged. W. Edward Showers becomes chairman of the board of the merged companies and J. M. Nurre, president.

# 702 NATIONAL used The Globe-Democrat in St. Louis

HERE is the newspaper which was first and only choice of 702 National Advertisers who worked the St. Louis market in 1927. This establishes a new high record for The Globe-Democrat.

Listed on each side are just a few of these advertisers . . . All of those shown here used 1,000 agate lines or more . . . Names which you know well . . . A wide variety of lines. What better recommendation of an advertising medium can you find?

When advertisers consider the St. Louis market, The Globe-Democrat naturally looms as the best medium . . . The most efficient medium . . . The most economical medium . . . The medium, which in many cases, can do the job alone.

#### Automotive

Face-A-Lite Mfg. Co.  
Kokomo Electric Co.  
(Car Heaters)  
Luedinghaus-Espenschied  
Wagon Co. (Trucks)  
Pennsylvania Rubber Co.  
of America, Inc.  
The Prest-O-Lite Co., Inc.  
(Batteries)  
Reo Motor Car Co.  
(Trucks)  
Republic Motor Truck Co.,  
Inc.

#### Beverages and Food Products

Atwood Grapefruit Co.  
The Best Foods, Inc.  
(Nucoa)  
Buffalo Products Co.  
(Arabia Dry Ginger Ale)  
Martin Gillet & Co., Inc.  
(He-No Tea)  
Institute of American  
Meat Packers  
Nu-Grape Co. of America  
Papendick Bakery  
Joseph Schlitz Beverage  
Co.

#### Business Service

American Credit Indemnity Co. of N. Y.  
American Mutual Liability  
Ins., Co.  
Ernst & Ernst  
Moody's Investors' Service  
Rice Leaders of the World  
Association.

#### Clothing

Barbour Welting Co.  
Cooper Underwear Co.  
The Croft & Knapp Co.  
(Hats)  
Goodall Worsted Co.  
(Palm Beach Mills)  
Hamilton Brown Shoe Co.  
O. C. Hansen Mfg. Co.  
(Gloves)

#### Clothing—Cont.

Daniel Hays Co., Inc.  
(Gloves)  
C. J. Herrmanns Co.  
(Mandarin Silks)  
Hickok Mfg. Co., Inc.  
(Belts)  
Interwoven Stocking Co.  
Kaufman Hats  
Lorrain Underdress  
Lorraine Mfg. Co.  
(Seersuckers)  
B. Priestley & Co., Inc.  
(Mohair)  
Regal Shoes  
A. J. Tower Company  
(Slickers)

#### Drug Specialties

Nuremedy Company  
Radway & Co. Inc.  
Smith's Kidney Medicine

#### Financial

Aldred & Company  
Ames, Emerich & Co.  
Associated Gas & Elec. Co.  
Baker, Kellogg & Co.  
Bankers Capital Corp.  
G. F. Barrett & Co.  
Blyth, Witter & Co.  
M. W. Bradermann Co.,  
Inc.

H. M. Byllesby & Co.  
Caldwell & Co.  
P. W. Chapman & Co.,  
Inc.

Chase National Bank  
Cytron Mortgage Co., Inc.  
Drexel & Company  
Eldredge & Company  
Equitable Trust Co., of  
New York

Marshall Field, Glore,  
Ward & Co.  
G. M. Forman & Co., Inc.  
R. M. Grant & Co.  
Guaranty Co. of N. Y.  
Guaranty Trust Co. of  
N. Y.  
Hallgarten & Co.  
W. A. Harriman & Co.  
Harris, Forbes & Co.

#### Financial—Cont.

Harris Trust & Savings  
Bank  
Hayden, Stone & Co.  
Hemphill, Noyes & Co.  
Hill, Joiner & Co.  
Hoagland, Allum & Co.  
Illinois Merchants Trust  
Co.  
Kennedy & Co.  
Ladenburg, Thalmann &  
Co.  
W. C. Langley & Co.  
Lee, Higginson & Co.  
F. J. Lismann & Co.  
Merrill Lynch & Co.  
Mortgage & Securities Co.  
National Bank of Com-  
merce, N. Y.  
Otis & Company  
Peabody, Houghteling &  
Company, Inc.  
Pogue, Willard & Co.  
Redmond & Co.  
Spencer Trask & Co.  
Stein Bros. & Boyce  
Lawrence Stern & Co.  
Straus Bros. Company  
Taylor, Ewart & Co.  
White, Weld & Co.  
R. E. Wilsey & Co.

#### Hardware and Building Material

American Window Glass  
Co. (Quartz-Lite)  
Berger Mfg. Company  
(Berley Metal Products)  
Chicago Flexible Shaft Co.  
(Rain King Sprinklers)  
Crane Company (Water  
Heaters)  
E. F. Hauserman Co.  
(Steel Partitions)  
Interstate Iron & Steel Co.  
National Council for Better  
Plastering (Metal  
Lathe)  
National Enameling &  
Stamping Company  
(Nesco Metal Products)  
Pittsburgh Plate Glass Co.  
(Paints)

# ALADVERTISERS

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Why not? . . . Think of the territory covered by The Globe-Democrat. Not St. Louis alone, but its entire market—The 49th State—with a radius of 150 miles. No other newspaper even claims to cover The 49th State.

In St. Louis proper, The Globe-Democrat's circulation is concentrated in those very districts where purchasing power is greatest . . . Right where advertising has the maximum influence . . . In the Mass-Class Section and Higher Ranking Suburbs of St. Louis, more than 3 out of every 4 families read the daily Globe-Democrat.

Every advertiser will do well to study with particular care the lists presented here . . . They offer a reliable guide.

### Household Supplies

Barton Mfg. Co.  
(Dyanshine)  
Boston Woven Hose &  
Rubber Co. (Jar Rings)  
Thomas A. Edison, Inc.  
(Edison Phonograph)  
Globe Metal Polish  
Hardinge Bros. (Oil  
Burners)  
National Bedding Co.  
Nokol Oil Burner  
Quiet May Oil Burner  
Smokador Mfg. Co., Inc.  
Sundstrand Oil Heater Co.  
United States Rubber Co.  
(Jar Rings)  
Whitemore Bros. Corp.  
(Shoe Polish)

### Office Supplies

Art Metal Construction  
Co. (Furniture)  
American Lead Pencil  
Co. (Venus Pencil)  
Thomas A. Edison, Inc.  
(Ediphone)  
H. G. McFaddin & Co.  
(Emeralite Lamps)

### Publishers

American Weekly  
Cleveland Plain Dealer  
Curtis Publishing Co.  
(Country Gentleman)  
Curtis Publishing Co.  
(Saturday Evening Post)  
Doubleday, Doran & Co.  
E. P. Dutton & Co.  
Harper & Brothers  
A. C. McClurg & Co.  
Conde Nast Publications,  
Inc. (Vogue)

### Publishers—Cont.

New York Evening Journal  
New York Evening Post  
Penn Publishing Co.

### Radio

L. S. Brach Mfg. Co.  
(Radio Equipment)  
Burgess Battery Co.  
King Mfg. Co.  
Raytheon Mfg. Co.  
(Tubes)  
Splitdorf-Bethlehem  
Electrical Company  
(Radio Sets)  
Sylvania Products Co.  
(Sylvania Radio Tube)

### Smokers' Supplies

American Tobacco Co.  
(Herbert Tareyton)  
American Tobacco Co.  
(Melachrino)  
Bayuk Cigars, Inc.  
(Mapacuba)  
William F. Brockmeyer  
Cigar Company (Don  
Julian)  
H. Fendrich Inc.  
(Charles Denby Cigar)

### Toilet Requisites

Daggett & Ramsdell  
(Cold Cream and Van-  
ishing Cream)  
Houbigant, Inc.  
(Perfumes)  
I. W. Lyon & Sons, Inc.  
(Dr. Lyon's Toothpaste)  
L. T. Piver, Inc.  
(Perfumes)

### Travel

American & Indian Steam-  
ship Line  
Cecil Hotel—London  
Frank C. Clark Tours  
Foster & Reynolds Co.  
("Ask Mr. Foster")  
Frank Tourist Co.  
Great Lakes Transit Corp.  
Italia American Shipping  
Corp.  
Lampert & Holt Steam-  
ship Line  
Mississippi Coast Club  
NYK Line  
Pine Hills Hotel  
Portland (Ore.), Chamber  
of Commerce  
Seattle (Wash.), Chamber  
of Commerce  
Tulsa (Oklahoma), Cham-  
ber of Commerce  
U. S. Line

### Miscellaneous

Durlaque Mfg. Co.  
Missouri Military  
Academy  
Mueller Foot Corrective  
Co.  
Phoenix Mutual Life  
Insurance Co.  
Smith Agricultural Chemical  
Co. (Sacco Fertilizer)  
Thompson Restaurants  
Westfield Mfg. Co.  
(Bicycles)  
Widmer Engineering Co.

St. Louis

**Globe-Democrat**

Largest Daily West of Chicago

For St. Louis,  
Charles M. Bevill  
T. W. J. Richards  
Joe B. Scherer  
S. J. Bevill Co.

Los Angeles.....  
S. J. Bevill Co.  
San Francisco.....  
S. J. Bevill Co.

# New Product Turns Failure to Success

How Using the Home as a Laboratory Developed a Salable Product  
Just as the Skies Looked Darkest

By Ralph Crothers

A MAN'S home is a place in which he can become better acquainted with his family, the vagaries of a new oil heater for his furnace, and the difficulties of keeping an electric train running continuously. It is also a good place to use as a laboratory to discover how many steps a woman takes in a day and how much harder she has to work than the mere male who spends a few happy hours at the office with his cronies. Moreover, a man's home is the one place where, if he is alert and observing, he can discover new uses, the need for new products and other things of real value to him in his own business.

This is the story of two men who started in business for themselves and were not so many steps ahead of the sheriff when one of them worked out an idea in his own home which turned apparent failure into sudden success.

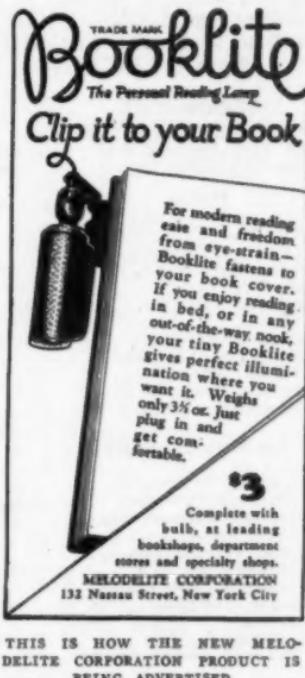
These two men had long worked together in the radio department of a big department store. They saw the hundreds of customers who came to them for advice on various articles in the radio field, came to know many of their customers and finally decided that there was an opportunity to make and market a new type of loud

speaker. Many of their retail customers had asked for a loud speaker which would be a definite article of use and adornment as well as fulfil the function of transmitting sound waves. This demand seemed sufficient to justify the two men in leaving their jobs and beginning the manufacture and sale of a combination speaker and lamp which one of them had invented. It was called the Melodelite and was assembled and made ready for sale in a garage. It was a good looking speaker and seemed to please consumers.

Having started business on the proverbial shoe string, the two men had to keep very busy in assembling, selling, packing and all the rest of the details in addition to the bookkeeping and collection ends of the business. And this last part became of increasing importance as

the business continued from week to week.

They had started at a time when everything seemed rosy among the retailers who sold radio equipment. But just after the start things took a turn which was not pleasing. After the lamp loud speaker had been made and sold, the customer had a discouraging habit of going broke and not paying for the merchandise. Things were not





## 12 MORE *adopt this seal*

TO date 257 manufacturers are using the Child Life Seal of Approval.

They find it an important aid in both advertising and selling.

For it carries the approval of a 35c magazine read in more than 200,000 homes of good income—all with children.



And it brings the further endorsement of one of America's best known publishers, Rand McNally & Company.

Get all the facts! Ask your agency. Or write direct. The Merchandising Bureau, Child Life, 536 S. Clark Street, Chicago.



# CHILD LIFE

Rand McNally & Company — Publishers — Chicago

# When I was an advertising man

**No one ever put an opportunity like this before me**

Companies that I worked with were all well along. Comfortable fortunes had been made by stockholders before the company's advertising problems ever got to me. But when a chance came to start a good product—I grabbed it and hung on.

Began manufacturing a household product over three years ago. It passed its experimental sales tests sound and clean. Today the product is well established with distribution in fourteen states. Company is sound.

We have done nothing to crow about; nothing to be ashamed of. But—we have made sure our product is right, by waiting till the public told us it is right by repeat buying.

We are raising more capital to develop greater markets—primarily for advertising.

When my assistant saw his name along with prominent stockholders—bankers, publishers, manufacturers, and advertising men, he said: "Why don't you give the other fellows the chance you are giving me?"

"What other fellows?"

"The other fellows in the advertising and publishing field. They'll understand what we're doing. Give them a chance to get in now while the price of the stock is low, on the same terms these big wigs are buying it."

The publishers of Printers' Ink permit this ad to appear only after satisfying themselves by questioning prominent stockholders of the Company. You may do likewise. Facts will be put in your hands but no effort made to sell you. Read a few of these facts on the opposite page.

## Here are facts—condensed

The business referred to on the opposite page has been established three and a half years. It manufactures a household article of exceptional quality—the quality difference easily recognized by yourself. Well packaged. Priced for everybody. Product, trade-mark, and package were made as thousands of housewives want them, after two years market tests.

The business is now a going business with sufficient distribution to make a good profit.

Market nation-wide. Product used in majority of homes. Sold every month in the year. Value of consumer market approximately \$37,000,000 a year at present, all brands.

No outstanding advertised leader among them. We plan to make our product that leader. Sales tests completed, costs established. Product distributed now in fourteen states. Outselling older brands where established nine months. Repeat business unusually high, approximately 98% of dealers re-order.

Over 6,000 dealers' orders received last year.

Company has paid as it has gone. Machinery, manufacturing and distribution costs all paid. No mortgages. No bonds. All common stock. Ratio of current assets to liabilities better than three to one.

Men in Company well-known in manufacturing, banking, publishing and advertising fields. Men you know—you may consult them.

We have called house to house on 32,000 homes in two years selling our product. That is a consumer investigation under actual working conditions. No advertising yet.

Company raising money for consumer advertising. Knowing our market facts, we believe we can use money profitably for all concerned.

We prefer to distribute stock in small amounts rather than sell in lump to investment bankers. You understand why. Also, you buy it lower this way.

Subscriptions open in sums of \$35 to \$10,000 a person. You may investigate this opportunity in every detail.

Write for complete facts. You won't be annoyed by solicitation. Address.

PRESIDENT, BOX T, PRINTERS' INK

going well at all. The small cash reserve was dwindling and the growing flock of failures among retailers made the partners very discouraged. During this dark period a thing was going on in the home of one of them which was destined to have a very important effect on the fortunes of the firm.

The inventive partner, probably to forget his troubles with failing radio dealers, liked to read at night. As every married man knows, the wife doesn't always like to stay up as late at night as a night-reading husband. In order to make his reading possible, this particular husband made for his own use a little shaded lamp with a big clip, a long cord and a plug. Then he fastened the plug to the base board outlet in his bedroom, and was able to read in his own twin bed without disturbing his wife.

The little lamp he made weighed only three and a half ounces, and he was able to clamp it on a book cover in such a way that it did not interfere with the turning of the pages and threw on the page of the book all the light necessary for reading. At the time the one partner had worked out the lamp to solve a problem in his own home, neither partner had drawn any salary from the loud speaker company for seven weeks.

Something had to be done. It was a couple of weeks after Christmas that the night reader met his partner and drove him to business one morning. He had the little light in the car with him. When they arrived at the garage-factory and were still sitting in the car he reached to the side pocket and drew it out. "You may not like this or think it is anything but a silly little idea," he said, "but it may be just what we need to put this business on a profit basis." The partner looked it over carefully, liked it and right there named it the Booklite. That very morning they both started to look around for parts and dies and materials to assemble a few of the new products. It took ten days or so to get these together and then a call was made at the office of the

book buyer for Wanamaker's New York store. He too was a man who liked to read in bed and he therefore looked with interest on the strange little light.

He took on a dozen as a trial order. People bought a few and then came a good break. The shopper-columnist for a local publication, also addicted to the reading-in-bed habit, saw the lamp, tried it and then wrote enthusiastically about it. People started to buy faster. The store ordered two dozen, then three dozen and so on up to twenty dozen in twenty days.

The partners put a little money from the first few sales into some small-space newspaper advertising. A large sporting goods house was the second customer for the new product. The advertising brought inquiries and sales from all parts of the country so that in less than five weeks the little light made in the home, had become an accepted article of merchandise in no less than seventy retail outlets from Boston to San Francisco.

The little partnership which was about to go broke a few short months ago is now in excellent financial condition due to the introduction of a totally new product with better sales possibilities.

Another thing which pleases the two partners is the fact that all of their present retail outlets are big stores of first-class credit, which is a relief after their experiences with some of the fly-by-nights they encountered with the first item they started out to make.

The experience of the two men who started out for themselves, almost failed, and then turned the corner on a brand new item is of interest to manufacturers who find some old and tried item going stale on their hands, with a general lack of interest on the part of the sales force and the retailers.

A totally new item in a related field may encounter far less sales resistance than the old one and may arouse new interest in all parts of the selling organization.

It also proves again that there is no better place to discover a possible new item than that best laboratory of all, a man's home.

## *Announcing*

THE OPENING  
OF A DETROIT OFFICE IN THE  
GENERAL MOTORS BUILDING ON  
MAY 1ST, 1928  
AND THE APPOINTMENT OF  
MR. MILLER CROSS  
AS DETROIT MANAGER FOR  
THE CROWELL PUBLISHING CO.

ALSO THE APPOINTMENT OF  
MR. MALCOLM F. SMITH  
AS WESTERN MANAGER OF THE  
WOMAN'S HOME COMPANION  
AT CHICAGO

THE  
CROWELL PUBLISHING COMPANY  
FRANK BRAUCHER, *Advertising Director*  
250 PARK AVENUE NEW YORK

Announcing A New  
in the CHAIN

The new publication  
will be known as

## Chain Store Review

*It will cover the entire field.*

Its circulation will reach 99%  
plus of the chain store buyers,  
managers and executives of all  
chains in the United States.

Its first issue will be in July.

For rates and information

**CHAIN STORE**

"The authoritative business publication

1732 GRAYBAR BUILDING  
NEW YORK CITY

new business Magazine  
**IN STORE FIELD**

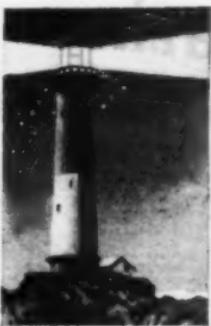
The editor-in-chief  
will be

**MR. J. G. DONLEY, JR.**  
formerly managing editor of  
Forbes Magazine.

The advertising director  
will be

**MR. A. W. SPORE**  
formerly assistant advertising  
manager of Goodyear Tire  
and Rubber Company

ndation, address  
**THE REVIEW**  
Store Buyers, Managers & Executives "  
NEW YORK CITY



Scripps-Howard

THE Oklahoma *News* recorded the substantial gain of 4,657 over the preceding Government statement and announces for the six month period ending April 1 a circulation of

50,450

A 10% increase in circulation with no increase in rate! A coverage of approximately 90% of Oklahoma City homes! Advertising concentrated in metropolitan centers is most productive.

During 1927, the *News* gained nearly three-quarters of a million lines of local display. Again and again, a gain!

Carl C. Magee, *Editor*      Peter Hamilton, *Business Manager*

## Oklahoma *News*

A Scripps-Howard Newspaper

*National Advertising Department*  
250 Park Avenue, New York, N. Y.

Chicago   Detroit   Atlanta   San Francisco   Los Angeles   Portland   Seattle

# We Are Not Trying to "Bolster" Anybody, Mr. FitzGerald

But Facts Are Facts, Even Though They May Show Up Favorably for Chain Stores

ILION, N. Y.

*Editor of PRINTERS' INK:*

In your March 1 issue, replying to C. E. Scanlan of the Furst-McNeas Company, Freeport, Ill., you furnish him with some material for a debate on the subject: "Resolved—That chain stores are a benefit to a community."

In your argument in favor of the chain stores you have devoted the major portion of it to the items of rent, taxes, salaries, stock purchased, etc., none of which, it seems to me, has any bearing on the question at issue. I suppose that every advocate of independent stores would be willing to concede as much. Throughout this comparison you show where both chain stores and independents have to pay out money for rent, taxes, light, heat, drayage and clerk hire, as well as stock purchased, and in fact all other disbursements made during the course of the year.

Thus you come to the point which is the whole crux of the argument, namely, the profits and the disposition of those profits by the chain unit and the individual store respectively. You estimate the profits of one of these chain units as probably not more than \$3,000 or \$4,000 and you go on to say—"Against this relatively small amount taken out of the town the chain has spent perhaps ten or more times that sum in the town during the year." It seems to me that in your effort to bolster up the chain side of the argument you are giving the chain dollars double credit, once in the early part of your article where you offset them by corresponding amounts spent by the independent store and then bring them in a second time to offset and more than counter-balance the \$3,000 or \$4,000 net profit that the chain takes away, and which the independent retailer leaves in town. In fact, it seems to me the whole question can be boiled down to this: The net profits of a chain store are in all cases taken out of town, which is not the case with an individual retail establishment.

As one who has been a faithful and admiring reader of *PRINTERS' INK* since long before the war, I should be glad to hear from you on this point.

JOHN A. FITZGERALD.

IT seems to us that Mr. FitzGerald, in common with many other thoughtful and well-meaning critics of the chain method of retailing, is overlooking the main point of the argument. If a chain store brings to a town more than it takes from it, nobody can rightfully say that it is "bleeding" that

town even though the net profits, wholly or in part, are sent away.

When a chain store comes to a town or community, what happens?

For one thing the actual business volume of that town or community often is increased. This is so because additional business is created. The superior merchandising methods of the chain bring more buyers to that street or section and all the wideawake independent retailers can profit from this condition if they will.

Out of the many instances of this truth that have come under our personal observation, one notable case is in Hammond, Ind., a town of 50,000 or so inhabitants, twenty miles south of Chicago. Harry Minas, the owner of a large variety store in Hammond, got the scare of his life one day when he found that the F. W. Woolworth Company was going to open a store on his street. But he determined to give Woolworth a hard fight at least. He enlarged the scope of his merchandise, hired a good window trimmer and did some real advertising in the local newspapers. The Woolworth store opened on schedule time, and that event gave Mr. Minas the biggest single day's business he ever had up to then. The reason was that Woolworth brought crowds to that street and they went into the Minas store as well.

This was more than ten years ago. Mr. Minas is still profitably in business in Hammond; so is Woolworth. The efforts of the two stores, each working for itself, have created a buying consciousness in behalf of variety goods that never before had existed in the Indiana town. Hammond has been made more of a shopping center for the surrounding territory and the whole business community has benefited.

It is a safe guess that Wool-

## We're Awfully Proud of This!



"My Friend Abroad" international correspondence club, sponsored by us, has aroused world-wide enthusiasm. Boys of forty-eight countries by mail are exchanging ideas and ideals.

### 110,000 Letters

To date more than 110,000 letters have been exchanged. American boys are broadened, barriers broken down, friendships made the world around.

### Face to Face

Last year 101 boys went to Denmark to meet their correspondents face to face. This year 400. Here is something big—an incomparable editorial feature. Do you wonder that we claim reader interest plus?

*L. S. Gleason*

*Advertising Manager*

**THE  
OPEN  
ROAD**  
*for Boys*

248 Boylston Street  
BOSTON, MASS.

**NEW YORK:**  
Educational Advertising Co.,  
55 West 42nd St.

**CHICAGO:**  
D. H. Early, 5 N. LaSalle St.  
**PACIFIC COAST:**  
Hallett E. Cole, 2320 Mar Vista,  
Pasadena, Calif.

worth has probably created \$10 which stayed in Hammond for every \$1 that has been taken out. This is to say nothing of the money that necessarily must be spent locally in the overhead operation of a successful business—just as we noted in the article to which Mr. FitzGerald takes exception.

When Montgomery Ward & Company opened a retail store in Marysville, Kans., and advertised it effectively for miles around, certain local retailers thought the Judgment Day surely had come. But literally hundreds of people, not accustomed to buying in Marysville, were drawn into the town. On the opening day numerous stores had a much bigger business than usual. They changed their minds in a hurry and looked upon Montgomery Ward as a help rather than a detriment. Some of them became better dealers and operated better stores to keep pace with the new competition, and profited accordingly. Ward's doubtless is sending a few thousand dollars each year from that community to headquarters in Chicago; but it is creating—directly and indirectly—many more dollars that, in the natural course of events, would not have gone to Marysville.

And here is the funny part of it: A high official of Montgomery Ward & Company tells us, upon his word of honor, that other towns in that district got jealous of Marysville and asked that they too be given branches of the mail-order house!

The thing must be considered also from the standpoint of the consumer. We have frequently remarked that the people of the country have a right to buy merchandise at a figure that is made possible by economical and efficient operation and all around good merchandising. Anything that interferes with this right is uneconomic and wasteful. The chains, as all well-informed merchandisers know, do not cut prices promiscuously as a means of attracting business. The past masters in that gentle art are some of the independent dealers them-

**First Three Months, 1928**

**12% GAIN**

In January, February, and  
March, 1928, The Christian  
Science Monitor gained

**191,855**

lines of advertising over the  
corresponding months  
of 1927 — a gain  
of 12%

*Still the same reason*  
"SATISFIED ADVERTISERS"

**The  
Christian Science  
Monitor**

AN INTERNATIONAL DAILY NEWSPAPER

Advertising Offices in

Boston, New York, Philadelphia, Miami,  
Cleveland, Detroit, Chicago, St. Louis, Kansas City,  
San Francisco, Los Angeles, Seattle, Portland,  
London, Paris, Berlin, Florence

selves. But the chains do cut down waste; they do operate on right principles; they do have a well-selected line of good merchandise, enough and not too much; they do sell so as to get sufficient turnover on their investment. The result is that they can give bigger values for the same money or the same values for less money—and at the same time make a satisfactory profit. Whatever tends thus to increase the buying power of the great American dollar in a community is a benefit to that community that is not to be counteracted by the net profits which may be taken out.

It must be remembered also that a chain, operating nationally, is able to do what it does because it is national. No town or city can be a merchandising entity all by itself. It is a part of a vast distribution scheme which necessarily must be carried forward as a whole. If, therefore, any town thinks it is contributing something to a chain by virtue of the profits the chain takes out, it should remember that other towns help it in similar fashion.

In these and other remarks we have made about chain-store competition it is hardly necessary to say that we are not trying to "bolster" any one side. We are interested in chain-store retailing only as an economic development that has grown to enormous proportions and that must be considered in its proper relationship to general merchandising without the use of smoke screens and sophistry. The independent retailers can never meet the chain-store issue by applying the town loyalty argument or by trying to make out a case on what they think ought to be rather than on what is.—[Ed. PRINTERS' INK.]

### Maytag Elects Advertising Manager Vice-President

Roy A. Bratt, advertising manager of The Maytag Company, Newton, Iowa, manufacturer of Maytag Gyrofoam washers, has been elected vice-president and a director of that company. He has been with the Maytag company for many years and, before being made advertising manager in 1922, held the position of associate sales manager.

### Crofut & Knapp and Dobbs and Company Merge

A new corporation, to be known as Cavanagh-Dobbs, Inc., is being organized to include the Crofut & Knapp Company, New York, hat manufacturer, of which it will have full ownership, and to hold full control of Dobbs & Company, hat manufacturers, also of New York, and other subsidiaries. In the new corporation, however, neither the Crofut & Knapp Company nor Dobbs and Company will lose its trade identity.

John Cavanagh, president of the Crofut & Knapp Company, will be president of the new company.

### Join Mac Gurney Advertising, Inc.

Glenn Cox, A. J. Lindsley and Edward Miller have joined the copy staff of Mac Gurney Advertising, Inc., New York. Mr. Cox was formerly with the Wilson, N. C., *Times* and the Daytona Beach, Fla., *News-Journal*. Mr. Lindsley has been with the Packard Motor Car Company at New York. Mr. Miller has been engaged in free-lance copy work.

### D. S. Shaw with Dorrance, Sullivan

Donald S. Shaw has joined the staff of Dorrance, Sullivan & Company, New York advertising agency, as an account executive. He has been advertising manager of the Hunter Manufacturing & Commission Company, New York. Previous to that time he was with the Vacuum Oil Company, also of New York.

### Glen Miller Joins Collins & Inglis as Sales Manager

Glen Miller, formerly sales and advertising manager of The Simoniz Company, Chicago, and more recently with The Celotex Company, of that city, as assistant advertising manager, has been appointed sales manager of Collins & Inglis, Inc., photo-engraver, also of Chicago.

### Drapery Account to Philadelphia Agency

The Stead & Miller Company, Philadelphia, maker of drapery and upholstery materials, has appointed Geare, Marston & Pillings, Inc., advertising agency of that city, to direct its advertising account.

### Appoints Joshua B. Powers

*El Suplemento Semanal*, Buenos Aires, has appointed Joshua B. Powers, publishers' representative, New York, as sole advertising representative in the United States and England.

# CollegeHumor

*announces*

**MR. C. W. FULLER**  
*Advertising Manager*



MR. FULLER will continue to make  
his headquarters in New York; with  
offices after April 10th, 1928 in the  
**GRAYBAR BUILDING**  
*Telephone Number, LEXINGTON 3692*



SCHUYLER R. KUDNER,  
*Western Advertising Manager,*  
*College Humor Building, Chicago*

J. M. LANSINGER,  
*Publisher*

April 9th, 1928

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# Perhaps Your Business Is Different—

Here are a number of organizations which may feel the same way about their businesses.

But notice how they come to *Printers' Ink* every day for information, knowing that much of the material we send will come from fields far removed from their own. For example—

*A manufacturer of beverages—*

writes for a list of articles on the use of miniature models for advertising purposes.

*A manufacturing chemical house—*

desires information on the advantages and disadvantages of chain stores in local communities.

*An iron pipe and foundry company—*

is considering an institutional advertising campaign. So they request a list of *Printers' Ink* articles on similar campaigns in other fields.

*A wholesale dry goods house—*

wants facts about the advertising and merchandising policies of hosiery manufacturers.

*A Detroit bank—*

is making a study of sales manuals and wants to read up on all information obtainable on this subject.

*A life insurance company—*

is interested in co-operative advertising campaigns and methods and requests a bibliography of *Printers' Ink* articles on this subject.

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*A Chicago advertising agency—*

One of its clients is anxious to increase the sale of its product over a greater period of the year. The account executive writes for articles which show how other manufacturers have accomplished this.

*A baking powder manufacturer—*

wants information on campaigns of advertising conducted by manufacturers making a product which is merely a part or an ingredient in another product.

*A maker of valves—*

is undecided as to whether a loose-leaf catalog would be better than a bound catalog for use of trade distributors. Before making the decision the company executives want to read what other manufacturers have had to say about the practicability and impracticability of loose-leaf catalogs.

Most of these inquiries are answered out of the experiences of other advertisers related in *Printers' Ink* and *Printers' Ink Monthly*. A complete card index of the editorial material contained in these publications makes it possible to send on request references on a problem of sales or merchandising or on the advertising and marketing of a particular commodity. These reference lists are valuable aids to those who file their copies of the *Printers' Ink* Publications.



For the convenience of our subscribers binders  
for both publications are sold at cost. Weekly  
binders, \$1.25 a piece—Monthly binders, \$2.00.

# Printers' Ink Publications

185 Madison Avenue

New York City

*Salesmen* cannot gather the unprejudiced information about your market that you need and want, for the salesman's viewpoint is necessarily prejudiced.

We use our marketing experience (which is considerable) to determine what facts are needed—and to interpret these facts into profitable action *after* they have been gathered by trained and unbiased staff reporters.

### R. O. EASTMAN Incorporated

7016 Euclid Avenue . . . Cleveland  
113 West 42nd Street . . . New York

**19<sup>3</sup>/<sub>4</sub> % Gain  
in 1927  
in  
ROTOGRAVURE**

*Closing Date 8 Days  
Prior to Publication*

**Central Illinois Favorite  
"Roto" Section for 9<sup>th</sup> Year**

**PEORIA  
JOURNAL-  
TRANSCRIPT**

*Peoria, Ill.*

**CHAS. H. EDDY CO.**

*NAT'L. REPRESENTATIVES*

*NEW YORK CHICAGO BOSTON*

### Ornamental Plasterers Try Joint Advertising

Six of the Largest Plaster Ornament Makers of the Country Unite in an Educational Campaign to Broaden What Has Been an Extremely Limited Market

THERE are at least two unusual features that stand out prominently in the current co-operative campaign sponsored by a group of plaster ornament makers. First, those participating in it do not claim to represent the plaster industry as a whole, but only one part of it, the co-operating firms being in the business of supplying other plasterers with the finished ornament ready to be put up. In the second place, only six companies are contributing to the campaign although the industry has more members than that.

Although these six concerns—the Architectural Decorating Company and The Decorators Supply Co. of Chicago; The Fischer & Jirouch Co. of Cleveland; the Detroit Decorative Supply Company of Detroit; Voigt Company of Philadelphia, and Jacobson & Company of New York—do not represent the entire ornamental plaster industry, they are among the outstanding firms in that line. Their group organization functions smoothly and simply, with each member contributing a stated amount to the treasurer of the common fund for co-operative advertising only. Only six firms of the industry have thus far been included because others have no printed catalogs to distribute and these six represent the bulk of the output of the ornamental plaster industry.

Ornamental plaster for walls, ceilings, and so on, as we all know, has been almost entirely confined in this country to churches, theaters, public buildings, and an occasional skyscraper. It has gone into the homes of the rich only here and there. Now it is proposed to educate the public up to the use of



Speculation around a directors' table about what the American housewife will buy is an unsafe method of planning an advertising campaign. Exact knowledge of the purchasing habits of ten million women, interviewed yearly, helps us to take "guess-work" out of the market procedures of our clients.

THE MANTERNACH COMPANY  
*Advertising*

The Manternach Building · 55 Allyn Street  
HARTFORD, CONNECTICUT



Make a Half-Million Teachers  
YOUR Salesmen!

The public school teacher practically dominates the want-habits of America's boys and girls.

Enlist the services of the more than 550,000 teachers reached through the Service Bureau group of 37 official State Teachers Associations publications, to teach tomorrow's citizens to want your product.

Complete coverage of 37 major states without duplication. A real marketing opportunity.

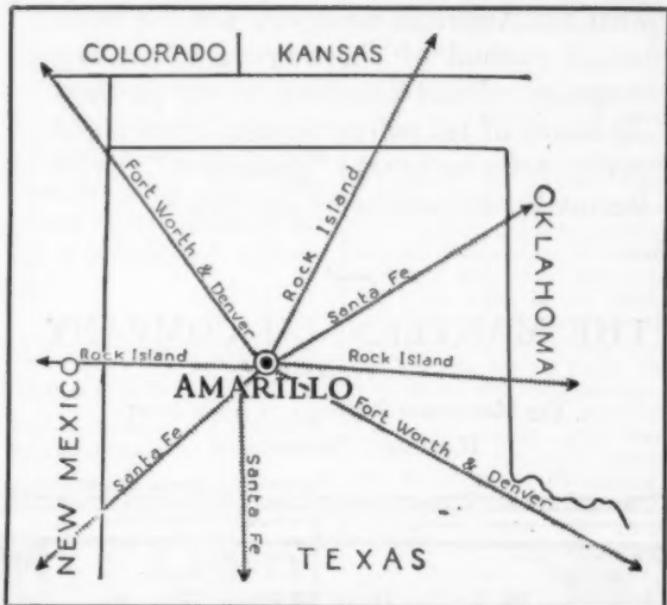
*Write Today for  
Data or Surveys*

**SERVICE BUREAU**  
OF STATE TEACHERS ASSOCIATIONS, INC.

418 Shops Bldg., Des Moines, Ia.



# A Great New Distributing Center For The Southwest!



# Amarillo

Capital of The Rich Texas Panhandle

Eight great railroad systems radiate from Amarillo to distribute \$125,000,000 in wholesale merchandise each year to the 110 towns and 533,478 people in her trade territory. And the Amarillo Globe-News, with a March average circulation of 27,361 daily and 24,552 Sunday, assures most complete coverage of both the city and the trade area.

**AMARILLO GLOBE-NEWS**

Morning—Evening—Sunday

National Representatives: TEXAS DAILY PRESS LEAGUE  
 New York      Chicago      Kansas City      Dallas

plaster ornament in the smaller type of house. Where the industry's prospects were formerly numbered in the hundreds it is now hoped to interest thousands in ornamental plaster.

The copy talks almost exclusively about beauty in the home. For example, a typical advertisement reads:

From the designing rooms of America's leading architects come these interesting new ideas on interior wall and ceiling decoration—for *small* as well as large homes.

Few architects would think of designing a fine interior without an artistic use of plaster ornament. In many types of rooms, ornamental plaster is even an *essential* in securing the desired effect.

For centuries, this craftsman's art has contributed not a little to some of the finest residences and public buildings of both Europe and America. Yet in recent years it has started on what promises to be its greatest development, namely, in homes of more modest proportions—the seven, eight and nine-room houses and apartments.

Sometimes just a suggestion of it—perhaps a wall medallion, a rich molding, a dignified pedestal. Sometimes a whole ceiling actually reproduced from some famous palace or castle of the Old World. Today the vogue of plaster ornament is gaining acceptance with an ever-widening appreciation of its decorative possibilities. Through this plastic medium, a touch of the architectural detail of any period can be incorporated in even the simplest schemes—and at very little cost.

And the effects are truly remarkable. Many an otherwise drab interior is lifted from the realm of the commonplace—given genuine character and atmosphere.

Consult your architect. He will have the complete catalogs of the six firms listed below, from which to select designs adapted to your own individual needs.

The illustration shows an attractive design of mural decoration.

The campaign is to continue for one year with page insertions monthly in architectural and home publications. If the results are satisfactory at the end of the year it will be continued and its scope expanded, while later other firms may be taken into the co-operative organization.

#### New Account for Central Advertising Service

The Commercial Shirt Corporation, New York, maker of Nofade and Hoylake shirts, has placed its advertising account with the Central Advertising Service, Inc., New York.

### SHORT RUNS—

can be done by the Screenless photo-gelatine printing process, single or multi-color.

### SHORT RUNS—

for try-out campaigns, quick delivery and cost within any reasonable appropriation.

### SHORT RUNS—

fit right into our picture. If you don't know photo-gelatine printing, your acquaintance with it may be mutually profitable.

Print up to 44 x 64.

### Wyanak Publishing Co.

INC.

136 West 52nd Street  
New York, N.Y.

## To Owners of Private Printing Plants

It is a very difficult operation to make a private printing plant profitable. Market conditions regulate this largely—but experience established it as a fact. **MANAGEMENT** is the answer.

An efficient  
printing plant executive  
is open for a  
connection

This man brings to his work the sound judgment of middle age—the initiative, originality and activity of youth. He has operated large private plants for twenty years—thoroughly familiar with all modern methods of mechanical operation, press-work, composition (machine or manual), electrotyping, pamphlet and case binding, etc. No objection to connection anywhere, but prefers Middle Atlantic States. All correspondence confidential. This man will make his compensation every year in practical operating economies. Address

**MAY & DIPPY, INC.**  
N.E. Cor. 13th and Chestnut Sta.  
PHILADELPHIA, PENNA.

## Could You Use This Man?

He has given exceptional service in the production division of one of the country's best agencies; in charge of campaigns for a direct mail agency; chosen and trained by largest motor-car exporter for overseas advertising and sales promotion work; in charge of sales promotion in Philadelphia territory for distributor of third most prominent automobile manufacturer. Now with large electrical manufacturer in position considered as temporary because of position and financial restrictions. He wants sales promotion and advertising work for quantity production, mass sale products. He will produce results. Satisfactory financial arrangements will be made with the right company. Could you use this man? Write

"N," Box 133, Printers' Ink

## The Magic Formula of Sales Success

(Continued from page 8)  
very sure that the product he is selling will fill that particular prospect's need better than anything else the prospect could possibly purchase at that particular moment.

One of the greatest troubles in the sales situation today is the fact that too many products are put on the market simply because some would-be manufacturer saw that others were making money in a certain line.

Of course this is a free country and there can't be any law against this sort of thing. But I sometimes wish the courts would give six months imprisonment to any sales manager who ever tried to get together a sales force to sell any product which he didn't honestly believe to be *the best* of its kind on the market, price, service, delivery and all other factors considered.

It is hard—and expensive—to sell a second-rate product. The very fact that the salesman doesn't honestly believe his product to be absolutely the best thing of the sort on the market is the most serious hindrance that could possibly be placed in the way of his success.

Yet—what proportion do you suppose of all the salesmen walking our streets, traveling in our trains and entering our stores today, really believe the products they are selling to be superior to anything else on earth?

It isn't always necessary to be working for the biggest concern, or the strongest, or the best known. If a business has any reason for existence at all it must have some particular prospects that it can serve better than any firm on earth.

One of the best sales I ever heard of was made by a local salesman for a very small wholesale grocer. A big jobbing house in a neighboring city had offered a retailer in this salesman's home town an extra discount of 10 per

cent on everything the retailer ordered. That extra 10 per cent looked big to the retailer, but the salesman saved the business by showing that the small local wholesaler, even though 10 per cent higher, represented the best proposition for that small retailer, because he need carry so much less stock when he could replenish, if necessary, in thirty minutes from the local wholesaler's warehouse and the savings in capital outlay and dead stock more than equalled the extra 10 per cent the big wholesaler offered.

So the salesman who would apply our Magic Formula must always satisfy himself that the proposition he is offering represents the *best buy* for each particular prospect he interviews. The third factor is:

(3) *The salesman must really love his work.*

One of the most unfortunate features of the whole problem of selling is that so many men are attracted to it by the high financial returns they hear of and read about. I quite agree that many salesmen do make sums that are almost unbelievable. But I never heard of a man who ever made more than a mere pittance at selling, unless he was genuinely in love with the work—would rather sell than do anything else.

To the man who loves his work every interview is a game, a battle of wits, a challenge to overcome opposition. When a man looks at it this way he'll get more satisfaction out of winning a closely contested sale than from winning a game of checkers, a set of tennis, or a round of golf. And such a man is a sure winner.

Now comes the fourth factor of our Magic Formula:

(4) *The attitude of expectancy.*

This goes a step beyond confidence and it doesn't go quite so far as cocksureness. It is rather that visualization of success so strong and so vital that the salesman would be willing to bet money upon it.

Among the many really successful salesmen of my acquaintance I know not one who wouldn't

# BINDING COMPLETES THE BOOK

In the manufacture of books, the printer's work ends with the flat printed sheets. The binder folds and assembles the sheets and binds them in covers. On him depends the durability and attractiveness of the book.

Contact with our ideas and suggestions will assist you in obtaining a binding that is entirely suitable. Our customers are nation wide. Write

## BROCK & RANKIN INCORPORATED

619 So. La Salle Street Chicago, Illinois  
Commercial Binders for Thirty-Six Years

## "Direct Mail Can Be Used In Every Advertising Campaign"

POSTAGE & THE MAILBAG, the only magazine in the world devoted exclusively to Direct-Mail Advertising, tells how to sell by Letters, Folders, Booklets, Catalogs, House Magazines, Blotters.

John Howie Wright, the Editor, says: "You can increase your sales and reduce your cost of selling by using the mails. You can back up your salesmen and make it easier for them to get orders by using Direct Mail persistently. There is nothing that can be said about your product or service that cannot be written and printed."

"Let Direct-Mail do your *telling* and save the salesman's time for *selling*." In every issue of POSTAGE & THE MAILBAG, you will find ideas for selling that you can use in your business. 12 big monthly issues, over 1,500 pages, only \$2.00.

### 100% Guaranteed Investment

Our check for \$4.00 sent promptly, if at end of the year you say the magazine has not been worth \$2.00. No other magazine makes this offer.

Order today. Your credit is good.

## Postage & The Mailbag

18-20 EAST 18th STREET  
NEW YORK, N. Y.

## Sales Manager Available

National acquaintance with Hardware, Electrical, Drug and Premium Channels. Has the faculty of producing profitable results under adverse conditions. Familiar with the principal markets of United States, able to build an organization that will produce results or secure results from an established organization, thirty-five years of age, single, college educated, aggressive, prefers an Eastern location. Address V., Box 279, Printers' Ink.

## Qualified

*Somewhere, an agency needs a production manager*

- 1 Who knows the difference between "Bernhard Cursive" and "Greco Bold"
- 2 Who can talk to a client
- 3 Who knows good artwork and how to get it
- 4 Who has ideas and can transform them into a rough layout
- 5 Who has the knack of getting along with people
- 6 And who has a record that backs up these statements

*Address Printers' Ink Q-135*

gladly make a bet of any size at any time on his success in any particular interview, or as to his results for a day, a week or for any period you might name.

These salesmen succeed because of this very attitude of expectancy, because they "see themselves doing it," even in advance of the sale, and they see it so clearly that they would hazard any sum on their ability to carry through to a successful termination.

The man who carries this sort of mental attitude into his sale is sure to bring home the bacon, for it shows in his very bearing, in every word he utters and the world usually gives folks about what they expect, if they go after it intelligently.

On the other hand, the vast majority of salesmen enter every sales interview in decided doubt as to the outcome. They say they'll do their best and that the outcome is "in the lap of the gods." That they can predict with assurance the result of an interview, with a man they've never seen, is to them unthinkable.

Which is exactly why sometimes they get the order—but more often they do not.

The attitude of expectancy then is the most important of all the factors of the Magic Formula of Sales Success, unless it's the fifth and last, which is:

(5) *Willingness to meet the prospect on his own ground.*

Psychologists tell us that the most vital of all human emotions is self-interest. Therefore the man who wants to sell me must make his talk altogether about *my* business, *my* family, *my* employees, *my* bank account, *my* profits, *my* store. He'll sink himself in the background and will talk about his factory or home office only in its relationship to me.

A skilful salesman said the other day: "When in doubt, it's always a safe bet to ask a prospect for his opinion. That always gets them. I never found a man yet who wouldn't give me all the time I wanted if I told him all I wanted was to get his opinion."

A friend of mine once had a

# Look Abroad!

The situation in this country is one of production in excess of domestic requirements. The American market has been highly developed from a sales standpoint, whereas overseas markets have not been developed to any such extent. Manufacturers are appreciative of the fact therefore that the logical direction for further expansion is in the export markets.

Exports of manufactured products have increased over 50% in the past four years, thus demonstrating the excellent field abroad for sales effort. Those that have gone after business systematically have been well repaid. The growth, for instance, of motor car and truck sales abroad has been phenomenal because these manufacturers have gone after the business.

Our experience of over 50 years in the export field, during which time we have helped many hundreds of manufacturers obtain export business through advertising and sales promotion, we are glad to put at the service of other manufacturers. We suggest that you communicate with us as to market possibilities for your products.

## AMERICAN EXPORTER

*World's Largest Export Journal*

370 Seventh Avenue      New York, N. Y.

## Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get theirs weekly from the

**American Lumberman**

Est. 1873 CHICAGO A. B. C.



## House Organs

Why not send a friendly house organ to your customers? It pays. Some of our users have been mailing out house organs every month for twenty years. Write for a copy of THE WILLIAM FEATHER MAGAZINE.

**The William Feather Company**  
607 Caxton Building : Cleveland, Ohio

## WANTED

Immediate contact with sales organization of national character, to handle whole or part of output of established, first-class offset plant.

Only organizations used to high standards of business will be considered. Address "U," Box 138, Printers' Ink.

prospect who refused to listen to his proposition long enough for half the sales talk. Finally, in desperation he told the man one day that he wasn't going to try to sell. He only wanted his opinion as to what sales argument might be used to best advantage to sell a friend in the same business.

The erstwhile prospect was perfectly willing to spend the whole afternoon if necessary in giving an opinion and all the sales points were taken up and discussed—always supposedly with a view to their effect upon the friend. Finally, he became so enthusiastic on one of the points that my friend said with a smile: "Looks to me like you have sold yourself on this proposition. I don't have to sell you."

To which the other replied: "Surest thing you know. I was just wondering how soon you would ask me for the order."

Almost any prospect can be made to "sell himself" in the manner indicated: (1) If the salesman is *sure* of the prospect's need, (2) if he knows he has the *best* proposition on earth for him, (3) if he is really *glad* to be making the call, not thinking only of the commission he hopes to get, (4) if he really *expects* the prospect to buy then and there, and (5) if he is willing to forget himself entirely and focus the spotlight squarely upon his prospect and his affairs.

Simple, isn't it?

But it's the Magic Formula of Sales Success.

### W. T. Mullally with Charles W. Hoyt Agency

William T. Mullally has joined the Charles W. Hoyt Company, Inc., New York advertising agency as an account executive. He was president of the former William T. Mullally, Inc., advertising agency of that city. More recently he has been with the H. E. Lesan Advertising Agency.

### Appoint E. H. Brown

The Commercial Aviation Company and the United Building and Development Organization, both of Chicago, have appointed the E. H. Brown Advertising Agency of that city to direct their advertising accounts.

## How I help Employer and Employee at the same time

If you have a bright "comer" in your organization, encourage him or her to subscribe for my Coaching Service in Advertising, Selling and Business Writing. Twenty months of drill on sound advertising and selling practice—covering research, reports, sales-planning, periodical copy, sales letters, house-organ work, sales manuals and courses, dealer cooperation and a dozen other important divisions. Practical problems. Personal correspondence. Instruction reflects a quarter of a century in advertising, sales-planning, business writing. It's a service that will help your business. A number of employers are paying half the

cost of an employee's subscription. If you need a capable addition to your staff at any time, call on me for names of both men and women who have been working faithfully in their spare hours under my direction. These "business climbers" are the real cream of applicants, for they represent those who have the foresight to prepare themselves for bigger responsibilities. Tell me your particular needs. I have subscribers from Maine to Texas, New York to California—many with special training and experience. No charge for this service to employers. Have helped a number to find the right man.

*S. Roland Hall*

Box 618

EASTON

Pennsylvania

Member, American Association of Advertising Agencies

## NATIONAL ADVERTISERS SHOULD KNOW—

**THE GUGLER  
LITHOGRAPHIC  
COMPANY  
MILWAUKEE**

*SINCE 1878*  
**THE LETTERHEAD HOUSE OF AMERICA**  
*Lithographed-Printed-Embossed*

---

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# PEOPLE'S HOME JOURNAL

Announces

that on

March Thirty-first

## W. Roy Barnhill

was appointed

Vice-President and Publisher

*Mr. Barnhill will continue  
as an officer and director  
of Roy Barnhill, Inc.*

---

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## Congress Still Heeds the Anti-Trust Laws

IF there is any significance in the recent action of the House of Representatives in defeating the Newton bill, it will be found in the indication this offers that Congress still places considerable faith in the efficacy of the anti-trust laws and the public need for Governmental regulation of big business.

Here was a bill which would have permitted importers to combine under certain conditions for the importation of essential raw materials. Basically, the purpose of the bill was to allow American importers to form buying pools to combat Government-controlled monopolies abroad in rubber, potash and sisal. It was offered as an amendment to the Webb-Pomerene act. Under this act, exporters may combine and act in concert, under certain circumstances, without violating the anti-trust laws, and similar exemption was requested for importers. The bill had the support of Secretaries Hoover and Jardine.

Nevertheless, it was rejected by a vote of 181 to 120, and while the opposition voiced a variety of objections, it was noticeable that one of the principal, if not the principal objection, was the claim that the bill would break down the Sherman anti-trust law. This was mentioned specifically by several Congressmen as the reason for their opposition.

In view of this development, then, it may be assumed that any drastic change in the present anti-trust law is a long way off.

### Oil and Incinerator Accounts to Erwin, Wasey

The Shaffer Oil and Refining Company, Chicago and Tulsa, Okla., manufacturer of Deep Rock lubricating oils and gasoline and Kant-Nock gasoline, and the Home Incinerator Company, Milwaukee, maker of the "Incino" gas incinerator, have appointed Erwin, Wasey & Company, advertising agency of Chicago, to direct their advertising accounts.

## .. WANTED .. AUDITOR FOR ADVERTISING AGENCY

One of the leading advertising agencies in New York wants an auditor to take charge of its books and accounts. Excellent position, congenial personnel to work with, and wonderful opportunity.

We want a young man who can grow up with the business and become a part of it. Prefer a man 35 to 40 years old who knows all the up to date methods of machine bookkeeping. He must be experienced in advertising agency accounting.

Write us fully in confidence. State religion and salary. Compensation will be on salary basis to commence with.

Address "X," Box 280,  
Printers' Ink

## Advertising and Publicity Man Available

W

He began as a journalist, then owned and published a suburban newspaper, served as advertising manager of three chain store concerns, acted as publicity director of fund-raising campaigns, and now is relinquishing ownership of a newspaper feature syndicate. One of his publicity campaigns has been used as a classroom model by a leading university and his clipping book is on file in its reference library. He is a creative thinker in the field of promotion and public relations, 31 years old, married, a university graduate. He will work only in New York, in an organization of congenial associates at a minimum salary of \$6500.

Address "R," Box 136, P. I.

# are you? an Advertising man? —write at once

for information about the Eastman Extension Course in Practical Advertising. Entirely different from the "book-course" method.

Let Eastman train you at home, by *actual* instruction, direct from the class-rooms here, under a strong faculty of hard-hitting business men, who know.

Simple Clean-Cut  
Practical Vivid Dramatic  
Moderate Cost

BOX 15

**EASTMAN-POUGHKEEPIE**  
*A National Institution for  
over Half a Century*

## Mailing Lists

Will help you increase sales

Send for FREE catalog giving counts and prices on classified names of your best prospective customers - National, State and Local Individuals, Professions, Business Concerns.

99% GUARANTEED 5¢ each  
by refund of 5¢ each

ROSS-Gould Co.  
544 N. 10th St. St. Louis

## SHIRT SLEEVES SERVICE



*In Advertising  
Selling and  
Business Writing*



Plans, periodical copy, booklets, folders, letters, follow-up systems, sales manuals, house organs, dealer aids.

S - ROLAND HALL - EASTON - PENNSYLVANIA

## W. B. Weisenburger to Head St. Louis Chamber

Walter B. Weisenburger has resigned as vice-president of the National Bank of Commerce, St. Louis, to become president of the re-organized Chamber of Commerce of St. Louis. He will assume his new duties on April 15. He is chairman of the Municipal Advertising Committee of the Industrial Club of which he is a member of the board of governors. About ten years ago he was associated with the local Chamber as secretary of publicity.

## Appointed by B. F. Sturtevant Company

The B. F. Sturtevant Company, Hyde Park, Mass., has appointed The Greenleaf Company, Boston advertising agency, to direct the advertising account of the Sturtevant household vacuum cleaner. Rickard and Company, Inc., New York advertising agency, continues to direct the advertising of Sturtevant heating, ventilating and power plant equipment.

## Luggage Account for Utica Agency

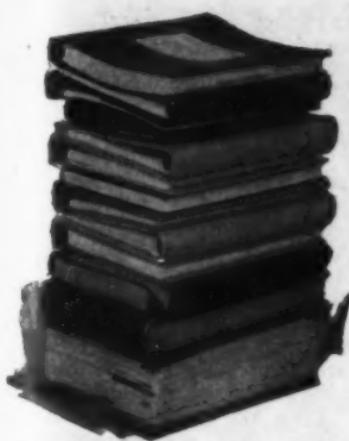
W. W. Winship Sons, Inc., Utica, N. Y., manufacturer of Migrator hand luggage and Winship trunks, has appointed Moser & Cottins, advertising agency, also of that city, to direct its advertising account.

## Appointed by Boston Export Round Table

John D. A. Morrow, president of the Pittsburgh Coal Company, Pittsburgh, Pa., has been appointed a member of the executive committee of the Boston Export Round Table.

## C. B. McLucas with Cleveland "News"

C. B. McLucas has joined the advertising staff of the Cleveland *News*. He was recently with the Buffalo, N. Y., *Times*.



## Exact Records —in Figures— of the biggest Advertising Successes in America

WOULD it help you in your business to have the benefit of the actual figures on a score of America's biggest advertising successes, particularly in the drug and toilet goods fields?

Would you like to know costs; proper spread between cost and selling price to allow for profitable advertising; ideal advertising percentages based on 15 years' experience and inside observation.

Would it interest you to learn

which copy appeals and selling schemes have succeeded and which have failed; what space has proved most successful and economical; what territories are best for tests; which media are most resultful?

Do you know the right answer to the problem of obtaining quickest distribution; the question of salesmen or no salesmen; securing real cooperation from jobbers, chain stores and retailers without concessions?

The stack of record books pictured above contains the proved answers, worked out at the expense of millions of dollars, by a score of America's most successful advertisers with whom we have been associated.

Because this organization works with and from figures always—thinks and talks them as *you* do—understands them and puts them to work continually for our clients' greater and greater success.

### *A Perfect Advertising Guide*

That's how these record books have been compiled by us year after year until they are a priceless storehouse of advertising and sales experience—a perfect guide to successful strategy which entirely eliminates costly experiments. There's no gamble if the lessons revealed in these books are used. Yet we still believe in testing in a small way to make absolutely sure.

If you would be interested in discussing some of these figures—in getting the correct answers to such questions as are listed at the left—in talking things over with an organization which has guided a score of successes to your one, more especially in the drug and toilet goods fields—write, phone or call. No obligation, of course. Steuerman Service—Advertising—15 E. 26th St., New York.

### *Questions Answered*

- how long should it take advertising to put a product over on the profit side of the ledger?
- what territories are best for a tryout?
- what part do salesmen, window and counter displays play in selling the consumer?
- how can seasonal products be made year-round sellers?
- do free goods insure cooperation and increase sales?
- can you get the chains to push your product without concessions?
- which pays better, long or short copy?
- do illustrations increase pulling power at no greater cost per sale?
- can a dead product be brought back to life?
- and a thousand others.

# PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.  
Publishers.

OFFICE: 125 MADISON AVENUE, NEW YORK  
CITY. TELEPHONE: ASHLAND 6500. President  
and Secretary, J. I. ROMER. Vice-President,  
R. W. LAWRENCE. Treasurer, DAVID MARCUS.  
Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street,  
GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street,  
Geo. M. KOHN, Manager.

St. Louis Office: 915 Olive Street,  
A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street,  
M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, \$1.50  
for six months. Ten cents a copy. Foreign  
postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50;  
quarter page, \$33.75; one-inch minimum, \$10.50;  
Classified, 75 cents a line, minimum order \$3.75.

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D. M. Hubbard

Frederic W. Read

London: Thomas Russell

NEW YORK, APRIL 12, 1928

*Odd  
Moment  
Selling*

pects comprises no more than a fairly small fraction of his day. What with getting ready for the day's work, traveling to the prospect and waiting for him, it is doubtful if many men succeed in talking business to possible buyers more than a third or a quarter of their time. Salesmen know it. Sales managers know it. But few do much of anything about it.

Checking over each day's detail on the evening of the preceding day helps to some extent. Another safeguard against wasted time is use of the telephone, the telegraph and the mail to make definite appointments with the buyer. Still

In a majority of cases the amount of time a salesman spends face to face with pros-

pects comprises no more than a fairly small fraction of his day. What with getting ready for the day's work, traveling to the prospect and waiting for him, it is doubtful if many men succeed in talking business to possible buyers more than a third or a quarter of their time. Salesmen know it. Sales managers know it. But few do much of anything about it.

Another method which several manufacturers find effective, concerns teaching the salesman to convert his odd moments into profits. One of the Armand Company's salesmen told PRINTERS' INK recently that he never grew to full stature until he discovered the effectiveness of selling in the evening from seven to nine o'clock. Drug store proprietors had the time to listen to him then. And the two, three or more calls made between these hours soon showed in his sales, for sales results are almost always proportionate to the number of customer contacts. Long ago Armour & Company found their salesmen could sell more each week if they forgot selling on Saturday. "Pick out some dealer who will appreciate it and tell him you want to get back of his counter and help him on Saturday," the company told its force. The salesmen found, first, that the busy merchant appreciated this help, and second, they learned some invaluable lessons in retailing that made them far better salesmen than they had been in the past.

The Club Aluminum Company, which bases its selling on demonstrations of its equipment in the home, is urging its men to put on Saturday night demonstrations. The woman of the house, of course, actually buys the equipment but selling her husband is fully as important as selling her. The fact is, many specialty salesmen say, she is easier to sell when her husband is present. Recently in one city the Club force started off the week with sales of more than \$5,000 on Monday, due almost entirely to Saturday night demonstrations.

Holland furnace salesmen long ago discovered a highly profitable way of spending their time during the coldest months when few people are ready to talk about buying. They call on customers, ostensibly to check up on the way their furnaces are working. Invariably they succeed in learning about some friend of their customer's who is having furnace trouble and is a prospect.

Probably there isn't a man en-

gaged in selling whose work does not suffer from inhibitions. Certain days of the week, certain hours of the day are worthless for selling. Soon the fact that the weather has turned warm, that buyers are on vacation and that pursuits other than work are attractive will provide fertile soil for fancied barriers to sales. The executive who will diplomatically find ways of getting his salesmen to utilize some of their odd moments will do his men and his company a big service. In addition he will prove himself a real manager of men.

**Volume Chasers** Unless big business changes course, "dollar chaser" as a synonym for "American business man" may give way to "volume chaser." If we are to be called names the former is preferable. An epithet or two doesn't bother the business man who is really catching dollars, but to be accused of grasping for more and more business without the necessary profit is something else again.

Entirely too many of the annual reports for 1927 show that profit is being sacrificed to volume. This is not a startling discovery, of course. Economists have been pointing warning fingers for some time. But it does seem that it is time some of these manufacturers with the mass production fetish hesitate before sprinting for new volume records.

There is a lesson for the volume chasers in the annual report for 1927 of Bunte Brothers, Chicago, candy manufacturers. In submitting his report the president, Theodore W. Bunte, says: "It is with gratification that I can tell the stockholders that the profits for the year were approximately the same as for the year 1926, even though our volume of sales was a little over half a million less. . . . The keen competition manifested itself in our industry as well as others and your management felt it more desirable to sacrifice volume for profits and accordingly refused to bid for business which was obviously unprofitable."

In other words, Bunte Brothers were dollar chasers, not volume chasers. They "refused to bid for business which was obviously unprofitable." There, it seems, is the solution to the whole problem.

**Advertising as a Builder of Personnel** Many large organizations have sensibly and properly, that one worth-while result of good advertising is its salutary effect upon the people who make and sell the goods. It has been proved that advertising, conceived and applied in an effort to create and promote consumer acceptance, will at the same time foster pride among the workers in the shops and offices and promote the sense of responsibility. And now comes the Cutler-Hammer Mfg. Co., of Milwaukee, with the interesting pronouncement that general advertising can be the means of getting the right kind of employees as well as having a powerful effect in building them. F. U. Webster, the Cutler-Hammer advertising manager, tells us that since his company began advertising on the present ambitious basis, its task of getting good employee material has been greatly simplified.

Every spring Cutler-Hammer sends a man around to various universities and technical schools to select star graduates of the electrical engineering departments to become candidates for good positions in the company. A few years ago this man's first duty, in interviewing the students, was to identify Cutler-Hammer and describe its merchandise and ideals. He does not have to do this now; he can come to the point at once. The reason is that the company's advertising has made it well known to students of engineering.

Advertising, as we have frequently remarked, is a many-sided business force. The Cutler-Hammer program was and is built with an eye to institutional prestige and sales. Yet it reaches out to the campus, the fraternity house and the classroom. This seems to us to be ample evidence of the wisdom of having one main ob-

jective in advertising and following it consistently. It sometimes works mysteriously its wonders to perform; but it performs them nevertheless.

**Oh, Yes—** Just the other day, the secretary of a hatters' local union told a meeting he was addressing that the tendency of college boys to go without hats is having its effect on the hat business. Yet, little more than a year ago, when Walter L. Houghton, then general manager of Luxite Silk Products Company, mentioned to a hat manufacturer that he had noticed several young men going bareheaded, the reply he received was: "Oh, yes, a silly idea of a few young people—nothing to it."

Mr. Houghton used this incident as the basis of an article which appeared in the October 7, 1926, issue of *PRINTERS' INK* under the title: "Don't Be Too Sure That Changing Styles Will Not Affect Your Business." In commenting on this remark of the hat manufacturer, Mr. Houghton said, at the time: "But often the conception of a new style trend comes from just such intangible beginnings. One person sees the other do something different—it chimes in with what he would like to do, and so the movement grows until its impetus gains nation-wide recognition. My private hunch is that more and more men will go around hatless in warm weather and if I were a hat manufacturer I would call my competitors and plan to head off this movement which might seriously hurt the hat industry."

So far as we are aware, no hat producer has seen fit to act on Mr. Houghton's suggestion. In fact, we are not at all certain that the hat manufacturers have changed their minds as yet about the entire affair being anything other than "a silly idea." Isn't it odd that the secretary of a labor organization should sense the importance of the trend before manufacturers even grant it recognition?

We wonder whether any hat manufacturer has ever stationed

himself on a college campus and watched the boys as they came to and from class. We did recently, and although we knew that the bareheaded idea has spread tremendously, we were astounded when we observed the few hats that were in evidence.

Nor is the bareheaded idea limited to the campus. In increasing numbers one sees hatless men on the business streets of New York and if the hat manufacturers knew how many other men are talking about the advantages of going hatless and just waiting to gather up courage to take the step, they would very promptly realize that "a silly idea" is threatening to become a serious menace to an established business.

"No business can be considered absolutely stable," said Mr. Houghton in the article already referred to. "No product can be accepted as the final word, subject to no further changes. Style trend will affect beneficially or injuriously the most prosaic objects and the most firmly established businesses."

There is probably no attitude more fatal to the future of a business than the notion that it is immune to the vagaries of style or the changes of progress. Even Henry Ford is experimenting with airplanes!

#### Aaron Sussman, Advertising Manager, Boni & Liveright

Aaron Sussman has resigned as advertising and publicity director of G. P. Putnam's Sons, New York publishers, to become advertising manager of Boni & Liveright, Inc., publishers, also of New York.

Miss Martha Keller has been appointed to succeed Mr. Sussman with G. P. Putnam's Sons.

#### H. A. Hall Joins Stillson Press

Harold A. Hall has joined the direct advertising staff of The Stillson Press, New York. He was formerly advertising manager of The Bassick Company, Bridgeport, Conn.

#### Joins William Byrd Press

Richmond Maury, formerly financial editor of the Richmond, Va., *Times-Dispatch*, has joined the William Byrd Press, of that city, in an executive capacity.

# The Philadelphia Inquirer

## *Leads in Philadelphia in Both Department Store and Classified Advertising*

The judgment and keeness of Department Store advertising buyers must be admitted. Sales must follow advertising immediately and in volume.

The volume of Classified Advertising determines the reader interest and response of any given newspaper. Popularity combined with results means leadership.

In both of these phases of advertising The Inquirer dominates Philadelphia. National Advertisers will do well to follow the lead of experienced Local Advertisers.

*The following figures show THE INQUIRER'S Lead in Department Stores for the First Three Months of 1928:*

INQUIRER . . . . .	1,374,950 Lines
Next Paper . . . . .	968,245 "

*For the First Three Months of 1928 THE INQUIRER led in Classified, as follows:*

INQUIRER . . . . .	518,375 Lines
Next Paper . . . . .	358,720 "

## **The Philadelphia Inquirer**

*Pennsylvania's ONE Big Morning Paper*

### **Branch Offices**

NEW YORK	CHICAGO	SAN FRANCISCO
9 East 10th Street	300 N. Michigan Ave.	510 Howard Bldg.

# Advertising Club News

## C. F. Tomlinson Heads High Point Club

C. F. Tomlinson, president of the Tomlinson Chair Manufacturing Company, has been elected president of the recently organized High Point, N. C., Advertising Club. C. A. Dixon, of the Barber-Hall Printing Company, was made vice-president and C. B. Houck, of the *Southern Furniture Journal*, secretary-treasurer.

Eight directors were also elected, as follows: S. C. Clark, F. J. Sizemore, A. Booth, J. E. Kester, Alfred Moffitt, W. H. Sloan, C. F. Edwards, and Fred W. McPherson. The club was organized with thirty-three charter members.

\* \* \*

## Milwaukee Sales Managers Fly to Chicago

Under the auspices of the Milwaukee Sales Managers Association, approximately two hundred Milwaukee business men took to airplanes on April 9 to attend a banquet given in their honor in Chicago by the Chicago Sales Managers Association. Thirty-five airships, reported to be the largest number of planes ever leaving one place at one time, were required to furnish this delegation with the last word in speedy transportation.

\* \* \*

## Discusses Beauty As New Tool of Business

"Beauty is the new tool of business," said Henry Turner Bailey, director of the Cleveland Art Academy, in a recent talk before the Advertising Club of Cincinnati. He explained that the work of drawing is the language of all the arts and that beauty in every line sells goods. He declared that advertising art consists in getting built into a product the ideals of the people to whom it is to be sold.

\* \* \*

## Metropolitan Golf Association Names Tournament Dates

The tournaments of the Metropolitan Advertising Golf Association, New York, for the 1928 season will be held as follows: May 16, at the Westchester-Biltmore Club; June 13, the Montclair Country Club; July 17, Winged Foot Club, and the championship tournament at Montauk Downs, Long Island, September 15 and 16.

\* \* \*

## Harold Strouse Heads Milwaukee Industrial Advertisers

Harold Strouse, advertising manager of the Harnischfeger Corporation, Milwaukee, has been elected president of the Milwaukee Association of Industrial Advertisers. He succeeds the late Howard A. Winton.

## Philadelphia Art Director's Club Holds Exhibition

The fourth annual exhibition of advertising art under the auspices of the Philadelphia chapter of the Art Director's Club, is being held at Philadelphia at the Sketch Club.

N. C. Wyeth was given first award in the division of paintings and drawings. The second award was won by Lyle Justis. In the black and white line reproduction section, first award was given to Herbert Pullinger and the first award in the black and white decorative design to W. P. Schoonmaker. Robert T. Dooner was awarded first prize in the photographic section.

The exhibit committee included: W. A. Lambdin, Richard T. Dooner, J. B. Mackenzie, Dee Carlton Brown, John Munch, Walter S. King, Lincoln Roden, H. Hamilton Ware and J. Robson Trumbauer.

\* \* \*

## Greater Buffalo Club Forms Industrial Group

The Greater Buffalo Advertising Club, Buffalo, N. Y., has formed an industrial advertising and marketing group. Lambert J. Wischerath, advertising manager, Buffalo Foundry and Machine Company, has been elected president of the group.

Those elected vice-presidents were: Fred B. Stubiner, advertising manager, Buffalo Forge Company, and Sheldon Myers, publicity manager, Westinghouse Electric and Manufacturing Company. Charles E. Thomas was made secretary-treasurer.

\* \* \*

## Hugh Carter Heads York Club

Hugh Carter has been elected president of the Advertising Club of York, Pa., succeeding O. R. Read. H. N. King was made vice-president; William Heagy, secretary, and Gilbert Dietz, treasurer.

New members elected to the board of directors were R. S. Wahler and Mr. Read.

\* \* \*

## New York Young Men's Association to Hold Dance

The Association of Young Advertising Men, New York, will hold its annual spring dance on May 5, at the Printing Crafts Club. Walter Kaspareit is chairman of the committee in charge.

\* \* \*

## Cleveland Club to Hold Annual Party

The Women's Advertising Club of Cleveland will hold its annual dinner and bridge on April 14 at the Hotel Cleveland. Miss Middeton has charge of the arrangements.

## Program Ready for Third District Convention

THE Third District of the International Advertising Association will hold its annual convention at Sedgefield Inn, near Greensboro, N. C., on April 23 and 24. The Third District includes the States of Virginia, North Carolina, South Carolina, Tennessee, Georgia, Alabama, Mississippi and the District of Columbia.

H. S. Richardson, president, Vick Chemical Company, Greensboro, N. C., and Gus W. Dyer, editor-in-chief, *Southern Agriculturist*, Nashville, Tenn., and S. E. Thomason, publisher of the *Tampa Tribune* and *Greensboro Daily Record*, will be among the speakers. A. T. Preyer is chairman of the district; John Poole, vice-chairman and A. S. Myers, secretary-treasurer.

The program follows:

*April 23, morning session:* "National Advertising—the Local Store Builder," Mr. Richardson; "The Farmer—the Biggest Buyer of Them All," Mr. Dyer; "Special Editions—When to Use—When Not to Use," Mr. Thomason, and "Merchandising Retail Advertising," Horace Gans, Gans, Rady Company, Richmond, Va.

*Afternoon Session:* "The Newspaper Advertising Dollar," M. F. Murdaugh, advertising manager, Durham, N. C., *Herald*; "Let's Use More Human Interest in Our Advertising," A. S. Myers, advertising manager, Odell Hardware Company, Greensboro; "To Use or Not to Use Movie Advertising," Del M. Gilpin, general manager, United Film Ad Service, Inc., Kansas City, Mo.; "Planning and Writing the Copy," F. S. Schenk, Vick Chemical Company; "The Task of the Advertising Agency," Paul Warwick, Cecil, Warwick & Cecil, Inc., and "The Place for Posters in the Advertising Plan," George W. Brown, sales manager, Richmond branch, General Outdoor Advertising Company.

*April 24, morning session:* "Putting More Direction into Direct Advertising," J. H. Gallon, High Point, N. C.; "The Golden Rule Sales Plan," R. H. Inman, Morristown, Tenn.; "Developing the Truth Program," Earle Pearson, general manager, International Advertising Association and "How an Advertising Club Can Help a City," G. Leslie Hall, Norfolk, Va.

On the evening of April 23, a banquet will be held at which C. K. Woodbridge, president of the International Advertising Association will speak. This banquet will be followed by a costume ball at Sedgefield convention hall.

## Rochester Club Organizes Speakers' Bureau

The Rochester, N. Y., Ad Club has organized a speakers' bureau. William Pidgeon, Jr., has been named chairman of the special committee which is planning the new service. Other members of the committee are William H. Campbell, Paul S. Collier, G. LeRoy Collins and Theodore E. Pevear.

\* \* \*

## Start Springfield Display and Advertising Club

The Display and Advertising Club has been organized at Springfield, Ill. John C. Taylor is president; Charles Suesen, *Illinois State Register*, vice-president; R. E. Appel, also of the *Register*, secretary and H. D. Barber, treasurer.

\* \* \*

## Waterbury Club Holds Annual Dinner Dance

The Advertising Club of Waterbury, Conn., recently held its second annual dinner dance. More than 150 members and their guests were present. R. M. Hennick was chairman of the committee in charge of arrangements.

\* \* \*

## Heads Muscatine Club

J. Roth has been elected president of the Advertising Club of Muscatine, Iowa. Other officers elected are: Glen Barnard, vice-president and George Koenigsaeker, secretary-treasurer. A. J. Magnus was made chairman of the vigilance committee and J. M. Brockway of the membership committee.

\* \* \*

## To Head Buffalo Women's League Program Committee

Marion Anderson has been appointed chairman of the program committee of the Buffalo, N. Y., League of Advertising Women, succeeding Marjorie Bentstock, resigned.

\* \* \*

## To Hold "Gridiron Dinner"

The Advertising Club of Cedar Rapids, Iowa, will hold its annual "Gridiron Dinner" on April 13. The committee in charge includes: J. M. Ford, Henry Elv, Herbert Stamats, Harold Rowe, Edward Evans and Ralph Clements.

## Leo McCusker and A. R. Stone Join Quinlan Agency

Leo McCusker, formerly sales manager of the Boncilla Laboratories, Inc., Indianapolis, and A. Rendle Stone, formerly a research assistant at Harvard University, have joined The Quinlan Company, Chicago advertising agency. Mr. McCusker assumes the duties of director of merchandising while Mr. Stone will act as director of research.

## COUPON TESTED!

## Lowest Cost Per Inquiry Greatest Return Per Dollar

That's the acid test of advertising

## THE HOUSE BEAUTIFUL

Developed for the Kittinger Distinctive Furniture in 1927 with ten half page advertisements. Reader response was so great that their 1928 contract calls for eleven full page advertisements.

Kittinger's experience—but one among many—can be yours. There's a reason for it and the reason is

## Home Making Appeal—Net

Circulation 90,000 Net Paid (ABC)  
*rebate-backed and guaranteed.*

Build up your inquiries through

## THE HOUSE BEAUTIFUL

*A Member of the National Shelter Group*

8 ARLINGTON STREET, BOSTON, MASS.

## APRIL MAGAZINES

VOLUME OF ADVERTISING IN  
MONTHLY MAGAZINES(Exclusive of publishers' own  
advertising)

## Standard Size

	Pages	Lines
Harper's Magazine.....	119	26,684
Atlantic Monthly .....	114	25,660
Review of Reviews.....	101	22,683
World's Work .....	97	21,905
Scribner's .....	89	19,997
American Mercury .....	57	12,810
Golden Book .....	55	12,373
The Forum .....	47	10,594
Bookman .....	36	8,135
Current History .....	25	5,600
Newsstand Group .....	24	5,376
Street & Smith Comb.....	19	4,368
Munsey's .....	17	3,926
Everybody's .....	13	3,122
Blue Book .....	7	1,568
Century .....	5	1,232

## Flat Size

	Pages	Lines
American .....	107	46,059
Cosmopolitan .....	100	43,220
Better Homes & Gardens..	80	36,028
True Story .....	79	34,176
Red Book .....	66	28,414
Photoplay .....	58	25,175
True Detective Mysteries..	49	21,037
True Romances .....	47	20,428
Physical Culture .....	48	20,425
Dream World .....	46	20,133
American Boy .....	26	17,907
Smart Set .....	41	17,621
Motion Picture Magazine..	37	16,003
Boys' Life .....	22	15,598
Asia .....	35	15,480
Psychology .....	34	14,886
Elks Magazine .....	30	13,832
Fawcett's .....	30	12,870
Sunset .....	29	12,855
Shrine Magazine.....	26	11,451
American Legion Monthly.	26	11,172
Youth's Companion .....	15	10,554
Secrets .....	24	10,552
Film Fun (2 issues).....	22	9,724
American Girl .....	20	8,737
Open Road for Boys.....	18	7,944
Screenland .....	18	7,912
Picture Play .....	14	6,236
St. Nicholas .....	12	5,362

## WOMEN'S MAGAZINES

	Pages	Lines
Vogue (2 issues).....	250	158,810
Ladies' Home Journal.....	150	102,612
Harper's Bazar .....	150	101,304
Good Housekeeping .....	210	90,340

True Stories  
of Executive  
Influence

ON THE desk of an important National Advertising Manager lay a copy of **FORBES**.

"Let me tell you how it got there!" he said. "Our treasurer sent it in to me. Collections in a certain territory were bad, and the manager of our branch house, when called to account by the home office, cited an article in **FORBES** as his explanation."

"You fellows certainly are delivering executive influence."

Name upon request.

# FORBES MAGAZINE

Vice-Pres., Advtg. Director  
120 Fifth Avenue New York

## REPRESENTATIVES:

New York—120 Fifth Avenue, FRANK BURNS, E. V. DANENBERG, RUSSELL A. BOWEN  
Chicago—Tribune Tower, H. C. DAYTON; Detroit—General Motors Bldg., D. C. MURRAY; BLANCHARD-NICHOLS-COLEMAN, Atlanta, San Francisco, Los Angeles, Seattle.

Member A. B. C.



## LEISURE ADVERTISING

¶ There is a way to select automatically, some of the richest, most influential men in the country. . . .

¶ There is a way to tell them of your motor car, or cigarette, or piano, or real estate development, at a time when they are in a more receptive mood, unburdened by the cares of business. . . .

¶ We offer the approach through the leisure moments by means of a magazine in which they are actively interested because it deals with their biggest leisure activity.

The magazine, of course, is YACHTING. We should like to give you names, numbers and rates which will interest you.

(Member of A. B. C.)

# Yachting

"The Quality Magazine  
of the Boating Field."

25 West 43rd St., New York City

	Pages	Lines
Woman's Home Companion	95	65,038
McCall's	86	59,150
Delineator	81	55,267
Pictorial Review	77	52,864
Holland's	46	34,923
Farmer's Wife	32	21,996
Modern Priscilla	30	20,961
Woman's World	26	18,110
Fashionable Dress	22	15,310
Household Magazine	18	14,001
Children, The Magazine for Parents	31	13,673
Needlecraft	18	12,750
People's Home Journal	18	12,475
People's Popular Monthly	18	12,273
Junior Home Magazine	14	10,067
Child Life	20	8,643
Messenger of Sacred Heart	16	3,621

### GENERAL AND CLASS

	Pages	Lines
House & Garden	195	123,285
Town & Country (2 issues)	162	109,281
Country Life	150	100,802
Vanity Fair	113	71,529
House Beautiful	112	71,390
Arts & Decoration	96	65,016
Nation's Business	103	44,397
Garden & Home Builder	68	42,259
The Sportsman	56	35,813
Popular Mechanics	150	33,712
Normal Instructor	49	33,624
Magazine of Business	73	31,317
Popular Science Monthly	67	28,967
Magazine of Wall Street (2 March issues)	67	28,743
Field & Stream	63	27,313
World Traveler	36	22,910
International Studio	32	21,885
Outdoor Life & Recreation	47	20,302
Theatre	28	18,170
National Sportsman	38	16,492
Science & Invention	29	13,002
Popular Radio	24	12,226
Radio News	23	10,554
Scientific American	22	9,922
Radio	22	9,733
Business	18	7,894
Forest & Stream	16	7,112
Nature Magazine	15	6,375
Association Men	13	5,840
Extension Magazine	8	5,653
Radio Broadcast	12	5,618
The Rotarian	9	4,216

### CANADIAN MAGAZINES

Maclean's (2 Mar. issues)	75	52,610
Can. Homes & Gar. (Mar.)	70	44,664
Western Home Mo. (Mar.)	52	37,936
Can. Home Jour. (Mar.)	50	35,391
Rod & Gun in Canada	30	13,013

# *Announcing a New Circulation Guarantee and New Advertising Rates*

BEGINNING with the July, 1928 issue the circulation guarantee of CHILDREN, The Magazine for PARENTS, will be increased from 75,000 to 90,000 net paid, A. B. C. average twelve months.

Advertising rates will be correspondingly increased from \$465 to \$560 a page.

Until May 20, 1928, advertising orders will be accepted at the current rate of \$465 a page [Rate Card No. 5] for space to run through the June, 1929 issue.

Open contracts will be accepted for space totaling a minimum of two pages.

**C** Please send for detailed announcement

**CHILDREN - The Magazine for PARENTS**

353 FOURTH AVENUE, NEW YORK

MARCH WEEKLIES		Pages	Lines	Pages	Lines
March 1-7				Churchman	6
Saturday Evening Post	104	70,925	Judge	5	
New Yorker	57	24,649	The Nation	5	
Liberty	34	22,331	New Republic	4	
American Weekly	10	20,567	Argosy-All-Story	1	
Forbes (Semi-Mo.)	44	20,292		368	
Literary Digest	35	16,401			
Collier's	20	13,951			
Time	22	9,624			
Life	15	6,575			
Christian Herald	7	4,984			
Outlook	9	4,028			
Argosy-All-Story	13	3,101			
Judge	6	2,753			
The Nation	5	2,362			
Churchman	4	2,027			
New Republic	3	1,543			
March 8-14					
Saturday Evening Post	118	80,601			
Liberty	40	26,206			
New Yorker	51	22,154			
American Weekly	10	20,020			
Literary Digest	36	16,754			
Collier's	23	15,716			
Time	21	9,112			
Life	14	6,268			
Christian Herald	6	4,734			
Outlook	9	4,042			
Churchman	7	3,008			
The Nation	7	2,940			
Judge	5	2,478			
New Republic	4	1,764			
Argosy-All-Story	4	1,037			
March 15-21					
Saturday Evening Post	104	71,208			
Liberty	53	34,424			
New Yorker	65	28,269			
Forbes (Semi-Mo.)	53	24,382			
American Weekly	11	21,335			
Literary Digest	36	16,861			
Collier's	23	15,651			
Time	23	10,050			
New Republic	16	7,056			
Life	10	4,460			
Christian Herald	4	3,034			
The Nation	7	2,940			
Outlook	5	2,479			
Judge	4	2,016			
Churchman	4	1,837			
Argosy-All-Story	2	620			
March 22-28					
Saturday Evening Post	107	73,047			
New Yorker	60	25,991			
Liberty	26	17,190			
Literary Digest	34	15,531			
Collier's	29	13,528			
American Weekly	6	12,640			
Time	18	7,796			
Life	9	4,185			
Outlook	8	3,744			
Christian Herald	4	3,385			



"They are trying to haul down  
Old Glory and hoist in its place  
the Union Jack." —*Mayor Thompson  
of Chicago*

## "ARE THEY?"

*Then the Mayor of Chicago will  
have to wear knee-breeches  
and have steel buckles in his shoes."*

—P. W. Wilson  
Former Member of Parliament

## Argument in the April FORUM

FROM grim seriousness to dancing humor the question jumps. *Are the British trying to make of us and Britain a Re-United State?* An important citizen of Chicago, and an important ex-member of Parliament, try to argue it out. It makes interesting reading. Have a look at it in the April *Forum*. Also at "My Philosophy of Industry," by Henry Ford. "Springtime," a story by Zona Gale. And such diverse articles as a discussion of comic strips, a discussion of the Bible.

The *Forum* is read by 100,000 thinking readers. (Ford's definition of thinking.) Such types of mind can analyze advertisements and create their own needs about a product. *Forum* rates are \$300 a page, \$225 to publishers. Advertisers find it pays to use the *Forum*.

# FORUM

*Edited by HENRY GODDARD LEACH  
441 Lexington Avenue, New York*

## FOUR-YEAR RECORD OF APRIL ADVERTISING

## GENERAL MAGAZINES

	1928	1927	1926	1925	Total
	Lines	Lines	Lines	Lines	Lines
Maclean's (2 March issues)	52,610	56,397	49,450	56,100	214,557
American	46,059	54,486	53,918	51,402	205,865
Cosmopolitan	43,220	41,780	42,067	40,228	167,295
Red Book	28,414	31,505	32,985	29,401	122,305
True Story	34,176	26,066	25,025	21,506	106,773
Atlantic Monthly	25,660	27,248	24,539	24,303	101,750
Photoplay	25,175	26,063	24,501	25,733	101,472
Harper's Magazine	26,684	29,148	25,556	19,926	101,314
Better Homes & Gardens	36,028	25,241	22,389	17,306	100,964
Review of Reviews	22,683	22,533	30,436	23,587	99,239
Physical Culture	20,425	23,322	26,416	27,462	97,565
World's Work	21,905	23,102	21,622	24,743	91,372
Scribner's	19,997	21,047	18,370	17,480	76,894
American Boy	17,907	19,515	18,257	15,470	71,149
Motion Picture Magazine	16,003	15,731	17,441	16,529	65,704
Boys' Life	15,598	18,036	18,480	13,511	65,625
Sunset	12,855	16,634	16,548	17,302	63,339
St. Nicholas	*5,362	*6,650	5,488	5,660	23,100
Munsey's	3,926	6,104	6,272	4,662	20,964
Century	1,232	2,576	3,920	8,288	16,016
Everybody's	3,122	3,171	3,506	4,648	14,447

\*New size.

479,041 496,355 487,186 465,127 1,927,709

## WOMEN'S MAGAZINES

Vogue (2 issues)	158,810	153,172	147,882	129,628	589,492
Ladies' Home Journal	102,612	110,895	110,355	99,637	423,499
Harper's Bazar	101,304	99,211	96,243	92,498	389,256
Good Housekeeping	90,340	88,569	89,119	82,713	350,741
Woman's Home Companion	65,038	60,710	70,538	66,306	262,592
Pictorial Review	52,864	49,551	44,447	45,635	192,497
McCall's	59,150	51,440	41,704	37,917	190,211
Delineator	†55,267	†39,432	30,132	34,414	159,245
Modern Priscilla	20,961	24,480	23,460	22,780	91,681
Woman's World	18,110	18,730	17,871	22,659	77,370
People's Home Journal	12,475	18,018	13,890	17,000	61,383
Needlecraft	12,750	13,940	12,488	11,050	50,228
People's Popular Monthly	*12,273	*12,011	*11,052	12,246	47,582

\*New size.

†Designer combined with Delineator.

761,954 740,159 709,181 674,483 2,885,777

## CLASS MAGAZINES

House & Garden	123,285	123,513	127,436	96,832	471,066
Town & Country (2 issues)	109,281	108,760	109,345	97,589	424,775
Country Life	100,862	92,008	83,888	88,547	365,245
House Beautiful	71,390	83,547	75,775	60,686	291,398
Vanity Fair	71,529	68,800	73,496	51,624	265,449
Arts & Decoration	65,016	67,620	51,366	32,424	216,426
Garden & Home Builder	42,259	37,104	37,964	33,073	150,400
Popular Mechanics	33,712	37,016	37,254	37,520	145,502
Nation's Business	*44,397	40,098	33,262	25,364	143,121
†Magazine of Business	31,317	35,206	32,628	32,356	131,507
Field & Stream	27,313	29,500	31,205	31,031	119,049
Popular Science Monthly	28,967	25,534	25,302	30,573	110,376
International Studio	21,885	21,749	19,044	17,2C1	79,879
Outdoor Life & Recreation	20,302	14,978	17,224	16,806	69,310
Theatre	18,170	16,618	19,206	14,010	68,004
National Sportsman	16,492	14,656	12,417	10,795	54,360
Scientific American	9,922	11,068	13,728	15,823	50,481
Science & Invention	13,002	10,623	12,405	13,276	49,306
Business	7,894	13,173	12,638	13,842	47,547
Forest & Stream	7,112	5,818	7,378	5,801	26,109

\* New size.

†Formerly System.

864,047 857,329 832,961 724,973 3,279,310

## WEEKLIES (5 MARCH ISSUES)

Saturday Evening Post	362,551	\$341,236	\$364,875	\$348,358	1,417,020
Liberty	122,794	115,555	\$94,293	\$34,615	367,257
Literary Digest	79,380	\$77,856	\$77,470	\$77,762	312,408
American Weekly	\$74,562	255,788	\$43,166	49,974	223,490
Collier's	72,625	\$51,536	\$45,978	\$43,071	213,210
Forbes (2 issues)	44,674	37,816	36,168	23,157	141,815
Life	25,368	25,887	123,864	\$19,205	94,324
Christian Herald	24,675	\$20,185	\$24,619	\$22,261	91,740
Outlook	\$14,293	15,693	25,275	\$22,316	77,577

820,922 741,552 735,708 640,659 2,938,841

Four issues.	Grand Total	2,925,964	2,835,395	2,765,036	2,505,242	11,031,637
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## DR. CADMAN PARKS HERE

Dear Doctor:

I am very much upset about a question which has arisen in our household in regard to rubber plants. Is it true that rubber is extracted from these plants, and that because of them our armed forces are still holding the Philippines? Are these little plants really the cause of what I have heard mentioned as "American imperialism"? If so, what is to be done about them?

WORRIED BROOKLYNITE

It is impossible to give a direct answer to your question. There are, you understand, a number of perplexing queries which cannot be answered yes or no. A friend of mine in the research department of the Joralemon Street YMCA is looking up the connection between rubber plants and imperialism, and I will mail you the answer on the receipt of postage.

Dear Doctor:

Should I take my aunt from Dubuque to see "Strange Interlude"?

SCHENECTADY CITIZEN

Yes and no. I have not seen the play myself, but I understand that it has something to do with the question of sex. In these matters I have always found it best to leave sex enough alone, although of course we should all be informed on this interesting subject. But again, too much dwelling upon it does nobody any good, and, on the other hand, ignorance on these mat-

ters is the cause of great unhappiness. I have seen "My Maryland," however, and find it a very charming little operetta about Barbara Frietchie, who, so far as I can learn, in no way resembles Mr. O'Neill's Nina, and might be a character with whom your aunt might be more sympathetic.

Dear Doctor:

All the young people in my family are fighting to get hold of a weekly magazine called "The New Yorker." What is your opinion of this periodical, and its value as an educational medium for the young?

HARASSED FATHER

I have not read "The New Yorker," so I do not feel qualified to pass an opinion upon the merits of this paper, although my opinion is that it is inclined to be frivolous at times, and to poke fun at some of our longest-established institutions. Little lasting good comes from frivolity for frivolity's sake, and though naturally we must all have our fun, and face life with a smile, we need never leer at those things which have received the approval of the most substantial among our population. My favorite weekly, by the way, is "The Viewpoint," which always contains the most informative material about the progress of the Republican Party, the latest word as to the developments of the parcel post, and some really excellent poems on fishing, immortality, etc.

# The Little Schoolmaster's Classroom

THE leather industry is one of the oldest manufacturing industries of mankind. Some of its terms are as old as language. It might be expected, therefore, that throughout the ages these terms would be loosely or incorrectly applied and that, eventually, they would be used to designate leathers totally different from those to which they were originally tagged.

That is exactly what has happened. Names of some skins, such as chamois, have come to mean a finish as much as a particular kind of leather. Morocco leather refers, these days, not to leather made in a certain country, but to leather tanned by a certain process. Cordovan leather gets its name from Cordova, Spain, but it may be made anywhere so long as the raw material is horsehide. Russia leather is purely a trade term.

All this means confusion and it is to clear up the situation that the Tanners' Council of America recently compiled and published a Dictionary of Leather Terminology. It contains 133 definitions of leather terms and is planned to do away with all ambiguity in the nomenclature of this industry.

Of course, a step of this kind is also a step in the direction of truth in advertising. It means a clearer presentation in consumer advertising and offers a specific check-up on those who, intentionally or otherwise, make loose application of trade terms. The leather industry thus joins the fur industry and the furniture industry in what the Schoolmaster looks upon as work of the utmost importance. Ambiguous trade terms usually mean ambiguous advertising and it is an easy matter for the business pirate to operate from behind such a screen. Remove the screen and the pirate is quickly put to rout.

\* \* \*

Students of merchandising will always find an interesting field of study in the problem of return

merchandise which faces most retailers and particularly most department stores. It is always interesting, in this connection, to know what the principal reasons for these returns are. In fact, an analysis of the problem must start from that point.

For this reason, the Schoolmaster is pleased to be able to quote from an investigation completed not long ago for the Kaufmann & Baer Company, now Gimbel Brothers, in Pittsburgh. During an entire month, the merchandise returned to that store by truck was examined, customers were called by telephone, and causes for return were sought. This investigation took in 441 separate cases of returns. The reasons for these returns were found to be as follows:

	Per No. Cent
1. Returns due to service policies .....	164 37.2
2. Returns due to store errors in service and merchandise .....	75 17.0
3. Returns due to both customer and store..	84 19.0
4. Returns due to customer .....	118 26.8
Total .....	441 100.0

\* \* \*

News reports bring word that London officials are worried because the city has no motto. The Schoolmaster imagines the scene when the report came to the ears of the Lord Mayor:

The Lord Mayor was nervously chewing the end of his ceremonial chain, which hung about his neck and was, therefore, faintly reminiscent of a millstone. "Dash it, Beaverbloke!" he said. "Here it is fifteen years come Michaelmas and no motto. Whatever in the world will we do? What must those bally New Yorkers think of us?"

"My dear Lord," replied Beaver-



**Building Planning Service Meeting for New City Hall Building, Atlanta**

Standing, left to right: Fred Shaefer, secretary, local association; W. A. Jones, Atlanta; F. S. Sidway, Buffalo; W. T. Weekley, Atlanta; P. E. Holcombe, research engineer, National Association; G. H. Bond, and A. W. Smith of the firm G. Lloyd Preacher, architect, Atlanta. Seated, left to right: W. B. Baker, Boston; W. E. Malm, Cleveland, chairman; L. B. Ermeling, executive secretary, National Association; H. C. McCutcheon, chairman, Council City Hall committee, Atlanta.

## *...and on Public Buildings, too*

Committees of experienced building owners and managers not only review plans and make recommendations for office and apartment buildings, but for public buildings, too. Here is a committee of the Building Planning Service of the National Association of Building Owners and Managers reviewing plans with the architects and the Building Committee of the City Council for the new Atlanta City Hall Building.

Experienced building managers are acting in this capacity throughout the entire country. To assure maximum returns on the investment, many financial houses insist on this service before making loans.

Building owners and managers, also act independently in selecting materials and equipment. These are the men who either recommend or reject the use of your product for constructing or maintaining office, loft, apartment buildings and apartment hotels. Sell them through their business paper, **BUILDINGS AND BUILDING MANAGEMENT**.



**PORTER-LANGTRY CO., Publishers**

Member A. B. C. 139 NORTH CLARK ST., CHICAGO Member A. B. P.

Eastern Office: 180 East 48th St., New York City

## WANTED

A leading manufacturer in the stationery industry has an opening for an

## Advertising Manager

The letter of application should give full business history and experience, names of employers and dates of these connections, previous earnings and age.

The manufacturer has been in business nearly one hundred years, is the leader in its industry and offers a permanent position, with good remuneration, in a congenial organization.

Address "L," Box 131,  
Printers' Ink

## Publication Manager

Young man (35) with thorough and successful publication experience, capable taking charge trade publication business. Desirable opening for executive who can increase the business and is a desirable business associate. Phone for appointment.

DENISON & ANTHONY, INC.  
280 Broadway, New York City

## Young Man (19)

wants

### Real Advertising Job

Three years' diversified ad experience. Thorough knowledge production. Work commended in University copy course. Salary secondary. Address "T," Box 137, Printers' Ink.

## Net Paid Circulation 22,945

Advertising Rates: Page, \$135; half page, \$67.50; quarter page \$33.75; one inch, minimum, \$10.50. Classified, 75 cents a line, minimum order \$3.75.

PRINTERS' INK

(Weekly)

185 Madison Avenue  
New York City

bloke, Viscount since the war, from behind his facial foliage and monocle, "how many times must I ask you *not* to chew your necklace! That is the third one this year. And as for London's motto, what is wrong with that described by dear old Tacitus as having been originated by the first Britishers of whom there is record: *Loci dulcedo nos attinet!*"

"Ah—yes, of course," and the Lord Mayor stopped fiddling with his ornaments as he assumed a scholarly air. "By the way, Beaver, old top, do you mind repeating that Latin thing not quite so fast? I'm afraid—"

Lord Beaverbloke beamed with pleasure. "Not at all, my Lord—*Loci—dulcedo—nos—attinet*. You might say, 'The charm of the place holds us.'"

"Haw! Extraordinary, isn't it? But do you think it fits? It seems a bit—well—slightly. And think how opprobrious it would seem at the end of the season! Why, all of the better watering places would be up in arms about it, you know."

"Hm," remarked Viscount Beaverbloke. "That may be true, after all. But I cannot think of another. Really, I'm quite exhausted for the day." He twirled a drooping moustache despondently.

The Lord Mayor looked annoyed. "My dear fellow," he expostulated, "just think of my position in the matter. Here we are. London, the heart of the great British Empire, the only one of the big cities of the world without a motto. Why, it's ridiculous. We have exhorted. We have appealed to British patriotism. We have urged. We have cajoled, ah! how we have cajoled. But still the London County Council reports no progress. And on top of all this, the sub-committee of the General Purposes Committee has given it up absolutely."

The Viscount regarded him dully through his monocle. "Of all the thousands of suggestions received — hortatory, declaratory, religious, humorous and idiotic—Scriptural, Latin, foreign, even American—in the judgment of the committee no suitable motto, either

in English or any other audible form, has emerged from the vast number of suggestions, "Fancy!"

"I think," mused the Mayor, "I think we must advertise."

"Advertise!"

"Yes—that is the American method. They employ lots of—ah—ballyhoo, I think the term is. And results! My eye!"

"But advertising—is it not a bit expensive?"

"Oh, what does it matter if it does cost a bob or two more? It's not a question of money, is it? After all," and the Lord Mayor paused dramatically, "London must have a jolly old motto."

"Check," appended Viscount Beaverbloke. He rose feebly and propelled himself from the room muttering under his breath, "Motto—blotto—blotto—motto."

\* \* \*

The Schoolmaster's wife recently went to a much talked-of exhibition of furniture from original French models showing the application of modernistic art principles to that type of merchandise.

"Well, what did you think of the new furniture?" he queried cautiously at supper that night.

"Some of it was rather nice," she replied, "but they will have to make some decided changes before it can become very popular."

The Schoolmaster then proceeded to discover that the tendency is to make most of the chairs and things to sit on of a rather low height. As a woman becomes older it grows harder for her to rise from a chair or divan. Some of them have grown stout and would find great difficulty in making the grade, or the heave, from one of these new modern chairs. There seems to be, too, a large number of women who are not particularly graceful in the drawing room and this new chair level would certainly serve to exaggerate any awkwardness or lack of grace.

"It is all right for these young things and flappers," continued the Schoolmaster's wife, "who can get up and down easily and have the youth and energy to do it, but after all, it is we older ladies who

## COPY WRITER

### WANTED

A New York advertising agency needs a man thoroughly familiar with the merchandising and advertising of packaged products (cosmetics, proprietary medicines, candy, cigarettes, etc.), sold in drug stores. This man must be an experienced writer, capable of delivering consumer copy of the highest order. This is not an opening for a beginner; we want the finished product, and are prepared to pay accordingly. Give full details in letter, as appointment will depend on how well you can sell us in writing. Address "M," Box 132, Printers' Ink.

## EXPORT ADVERTISING

—  
A  
YOUNG EXECUTIVE  
WITH FIVE YEARS  
SUCCESSFUL EXPORT  
EXPERIENCE IN THE  
PREPARATION OF  
ADVERTISING IS  
AVAILABLE APRIL 15

Address Printers' Ink Box O-134  
—

## Merchandising Plan and Copy Man

at \$5,000 to \$10,000 (or more)

Proprietary house adding new products to long established staple, wants capable man to head New Products Division.

A fine, friendly group to work with . . . and unlimited advancement. An Assistant Advertising or Sales Manager might be acceptable. He should be Protestant; under 40.

Apply in person to Walter A. Lowen, Pres., Vocational Bureau, Inc. (Agency), 110 West 46th St., New York City.

## GOOD ADVERTISING MAN FOR A MANUFACTURER

Thoroughly experienced advertising man seeks position with a manufacturer desiring to increase sales. Eleven years' experience in preparing magazine and newspaper advertising, folders, catalogs, direct mail, dealer helps that bring results. Writes and plans complete campaigns. Thorough knowledge of production. Age 32, married, college educated. Write "W," Box 139, Printers' Ink, New York.

usually do the majority of that sort of buying and have the money to spend for it. The young wives who can manage the sitting difficulty usually haven't the cash. The older ladies who have the cash can't negotiate the low chairs."

Hence it might seem the manufacturers are falling between two stools—so to speak. Any manufacturer of a new product who makes his woman buyer conscious of her age, her stoutness, or her lack of grace will, in the opinion of the Schoolmaster, have to study the wishes of his hoped-for purchasers.

## Owen W. Middleton with Clark Collard Agency

Owen W. Middleton, formerly advertising manager of the American Steel Foundries, Chicago, and at one time purchasing agent of the Illinois Traction System, has become associated with The Clark Collard Company, Chicago advertising agency.

## Death of G. W. Harvey

George Wilbur Harvey, vice-president of the Trade Periodical Company, Chicago, publisher of the *Furniture Journal* and the *Embalmer's Monthly*, died at Oak Park, Ill., recently. Mr. Harvey, who had been with the Trade Periodical Company for over twenty-five years, was seventy-one years old at the time of his death.

## Buys "Secrets"

Ramer Reviews, Inc., New York, has bought *Secrets* from the Merit Publishing Corporation, Cleveland. The first issue under its new owner will be in June. The advertising staff will remain the same.

## IS YOUR SALES FORCE ADEQUATE?

Salesmen

Sales

Representatives  
Manufacturers'

Agents

Specialty Salesmen

Direct Selling Agts.

Sales Engineers

Distributors

**SALES-FORCE ORGANIZERS**

Operated by Men Who Know Sales Management.

Smythe Building

For the Organization and Development of your Sales Force

Use the services of

Cleveland, O.

## Multigraph Ribbons Re-inked

OUR *Sur-Feud* process

Some 3 Ribbons  
to be Re-inked  
at your expense.

process costs only \$6.00 a dozen. Try it. A trial order will convince you that it is the best Re-inking you can buy.

**W. Scott Ingram, Inc.**

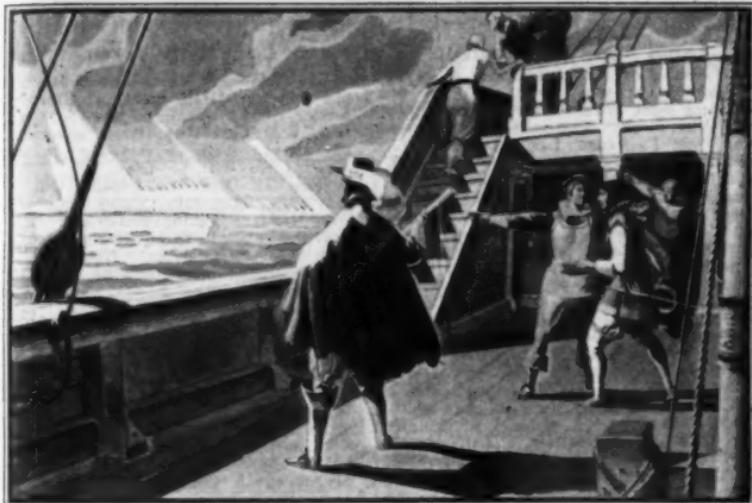
57 Murray St., New York City

## GIBBONS knows CANADA

J. J. GIBBONS Limited, Advertising Agents

Toronto	Montreal	Winnipeg	Vancouver	Hamilton	London, Eng.
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New York Office 2152 Granbar Bldg. Thomas L. Bribbs Manager for United States



## Widening the Telephone Horizon

*An Advertisement of the  
American Telephone and Telegraph Company*

IN THE memory of many now living, Alexander Graham Bell made the apparently rash prediction that the day would come when we could talk to other countries, even across wide expanses of water. That was shortly after the historic conversation between Boston and Cambridge, a distance of two miles.

Bell's vision was made a reality when in 1926 New York and London spoke together in two way conversation, and when in 1927 this service was opened to the public between any point in the U. S. A. and Great



Britain. Since then, Mexico has been brought into speaking distance; important cities of continental Europe have come within the voice horizon of the United States.

Even more important, the Bell System in the United States now embraces 18,500,000 telephones—a growth for the past year of more than 750,000. We may now converse with each other from practically any point in this country to any other, and may talk beyond our borders and across the sea. That is measurable progress in widening America's telephone horizon.

## If Some Copy Had to Speak Its Lines Like a Salesman!

LOS ANGELES, MAR. 31, 1928

*Editor of PRINTERS' INK:*

Some more articles like Russell Gray's—"What's the Matter with Advertising?" in *PRINTERS' INK* for March 22, would do the advertising world good. There can hardly be too much pounding to drive in the idea that the purpose of advertising is to *sell*.

It's an undeniable fact that if many an advertisement could put on arms and legs and spout its lines like a salesman there would be few that would even turn toward its thin, piping voice. Advertising, unfortunately, isn't entirely a matter of good sounding copy and good looking layout. (Mr. Gray's exceptions considered, as usual.) It's a matter of hard-headed selling, strong enough to turn hard-earned and close-held dollars into a channel of definite profit for the advertiser. If it doesn't do that, it's a waste of money and space.

Your great little magazine has had some fine articles along this line and here's hoping for more.

F. RECORDS.

### A. R. Crapo Advanced by Taubman Automotive

A. Randolph Crapo, has been made advertising manager of the Taubman Automotive Company, chain stores, with headquarters at Baltimore. He has been with the Boston branch of this company.

## Newspaper Accounts for Salt Lake City Agency

The John Scrowerot and Sons Company, Ogden, Utah, maker of Blue Pine products, has appointed the Ad-Craftsmen, Salt Lake City, Utah, advertising, to direct their advertising account. Newspapers will be used.

Jesse M. Miller and Staff, Inc., of that city, Mountain States representatives for the Pacific Ready-Cut Homes has also placed its advertising account with the Ad-Craftsmen. Newspapers in the Mountain States will be used.

## Louis Schwab Heads Stevens-Walden-Worcester

Louis Schwab has been elected president of Stevens-Walden-Worcester, Inc., Worcester, Mass., manufacturer of wrenches, etc. He succeeds J. V. Critchley, who becomes chairman of the board. Mr. Schwab formerly was head of Stevens & Company, New York, before it was merged with Walden-Worcester, Inc.

## E. W. Proctor with Portland, Oreg., Agency

Errol W. Proctor, formerly with the Seattle, Wash., office of the Hall & Emory Agency, Inc., has joined Crossley & Failing, Inc., Portland, Oreg., advertising agency, as head of its art department.

# Advertising Executive of Proven Ability Desires to Make New Connection

For five years I have occupied—and still occupy—the position of advertising manager for a chain of well-known, AAA furniture stores. Will gladly explain to interested parties my reasons for desiring to make a change. Thoroughly experienced and adept in direct-mail, newspaper and magazine display, outdoor bulletin, novelty and radio advertising. Now using, regularly, a live mailing list of 65,000 names which I have compiled for present employers. Have created, edited and managed productive house publications and am skilled in publicity work. Buy all printed and lithographed matter used by chain of stores I am now with. Have had agency and free-lance experience. Versatile and adaptable. Have successfully handled advertising campaigns embracing a wide diversity of products and projects. Prepared to furnish conclusive proof of my ability and of creditable past accomplishments. Excellent references regarding my integrity, sobriety, diligence, executive capacity and loyalty. Desire to establish new connection about September first but can assume new position earlier if necessary. Address "G," Box 130, Printers' Ink

# Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75  
First Forms Close Friday Noon; Final Closing Saturday

## BUSINESS OPPORTUNITIES

**A NEW ADVERTISING IDEA**—Impressive slogan, sales letters, or distinctive copy service will put life into your business. Successful advertiser and idea man can help you. Write me. Box 384, P. I.

## FOR SALE

One Used Edison Dick Mimeograph No. 78 with stand and motor drive; about three years old. Good operating condition. Union Metal Mfg. Co., Canton, Ohio.

## Trade Publication Wanted

Wish to buy well-established trade publication in good field and operating at a profit. Box 360, Printers' Ink.

## FOR SALE

One 40"x60" Three-Color Kidder Roll Product Rotary. Good as new. Immediate delivery. Box 370, P. I.

Opportunity to establish your own business. Exclusive rights to syndicated advertising agency service in Ohio, Indiana, Illinois and Michigan. Established clients in building material field and prospects in every community. Box 387, P. I.

New York Publishing Firm with four monthly trade papers in merchandise field want to arrange with Chicago advertising organization to represent them in that city and nearby territory on commission basis. Box 372, Printers' Ink.

**FINANCIAL INTEREST AND ASSOCIATION WANTED** with manufacturing concern which faces advertising problem and needs thoroughly experienced guidance in policies, methods and also in the production of advertising and sales material. Box 365, P. I.

Advertising Agency, fully recognized, located New York City, doing splendid business on national accounts, would consider association with another agency or an individual having good following and ready to grow. Address, in complete confidence, Box 381, Printers' Ink.

## FOR SALE

Four-Color Rotary Printing Press taking web of paper 36" wide and capable of cutting off various lengths at high speed. Excellent distribution. Spirally grooved cylinders. Immediate delivery. Can be inspected. Reasonable price. Box 371, P. I.

## Chicago Representation

This is not a "special agency," but a capable salesman who has half his time to devote to a worthy publication—preferably a business paper. Present connection is producing \$30,000 new business a year for publisher who was "afraid" of special agencies. Commission basis. References. Box 375, Printers' Ink, Chicago Office.

## FOR SALE

Two No. 4 One-Color Meihle Presses. Complete and in good condition, with Cross Automatic Feeders. Can be inspected. Address Box 369, Printers' Ink.

**PARTNERSHIP WANTED IN SMALL AGENCY LOCATED IN NORTH ATLANTIC STATES**, having resources for expansion and desirous of strengthening copy, art and merchandising service. Box 363, Printers' Ink.

## PUBLISHERS—

Let me handle those few Chicago accounts that you have been unable to close by letter. Can give personal solicitation for few accounts or half my time. References as to ability and standing. Commission basis or salary. Box 374, Printers' Ink, Chicago Office.

## ADVERTISING REPRESENTATIVES

Two successful advertising sales producers, now employed, are combining their abilities and seek several trade, class and general publications for representation in the Chicago and Middle West territory. Their sales records in this territory and plan of representation will interest you. Box 390, P. I.

## HELP WANTED

**Wanted**—Photo-retoucher by Art Service in booming Middle Western city. Good class of work with growing concern. Steady employment. Must be experienced. Box 378, Printers' Ink.

**SALESMEN—PHOTO-ENGRAVING**  
Men controlling substantial business, black and white and color process work; salary and commission. Knapp Engraving Co., Inc., 141 E. 25th St., New York City.

## WANTED

Experienced salesman for Outdoor Advertising. SAPAIGE SIGN CO., INC., Troy, N. Y.

## SALESMEN

**ADVERTISING DISPLAY CASES**  
Men now selling advertising signs for counter displays preferred. Well established firm. Commission basis. Give experience and territory covered. Box 356, Printers' Ink.

**ADVERTISING MANAGERS**, purchasing agents, publishers' representatives and advertising solicitors or salesmen in the vicinity of New York who desire to increase their earnings or work towards a more lucrative position with an advertising service company, will find our proposition of interest. No effort or time required or conflict with present work. Give full details of present work. Suite 346, 1 Madison Ave.

**EXPERIENCED COPY WRITER.**  
Familiar with layout and typography, in recognized New York agency. State experience, age and present salary. Box 373, Printers' Ink.

### Advertising Solicitor

by leading weekly class publication. Young college man preferably with retail solicitation experience. Box 380, P. I.

#### SALESMAN

Opportunity for specialty salesman who has had training and experience that will qualify him to take responsibility as sales manager after he has thoroughly proven his capacity. Write giving full and complete qualifications. Box 358, P. I.

One of the leading trade papers of Chicago has a position open for Eastern representative. It desires a thorough capable man, who can show a good record of past performances. Must have initiative, hard worker, A-1 references. Please give details, which will be kept confidential. Box 389, Printers' Ink.

#### COPY WRITER

Woman preferred but not obligatory, capable making rough layouts, wanted by Virginia agency specializing direct mail and local newspaper copy. Send samples, recent photo and state age, religion and salary expected. Allen-Jennings, Inc., Lynchburg, Va.

An Opportunity of excellent merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising. This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement. Replies held in strictest confidence and should cover full qualifications. Box 352, P. I.

**MANAGING EDITOR**—Opportunity for young man with trade paper experience. Knowledge of electrical appliance merchandising desirable. Live, growing, specialized publication, newspaper style, issued every 2 weeks, 1½ years old, over 5000 paid subscribers, enjoying the confidence and respect of the industry served. Electric Refrigeration News, 554 Maccabees Bldg., Detroit, Mich.

**PRINTING SALESMAN**—Progressive plant, specializing in Direct-Mail printing, house-organs, catalogues, etc., wants salesman who controls volume of better-class halftone and color work; modern plant, equipped with high-speed automatics and supported with successful advertising service department; plenty of leads during the coming months, but must also have his own accounts, drawing account against commission to man with current business; give full particulars in strict confidence. Box 367, P. I.

### MISCELLANEOUS

**MAIL-ORDER MEN AND MANUFACTURERS.** Use money bringing advertising verse to advertise your goods or product. I am an expert at writing it. Terms reasonable. Send stamp for particulars and samples of my work. Address Frank H. Gibson, 1839 Cabot Street, Philadelphia, Pa.

Wanted—a second-hand twelve drawer Cut File. Drawers approximately 26½" by 17". Write to Katharine W. Bryan, at CHILDREN, The Magazine for Parents, 353 Fourth Ave., New York City.

### Notice to Editors

Have just compiled a series of articles covering sales practices entitled "The Business Forum" each of about 300 words and of vital help and inspiration to all who make, sell or market goods sold behind the counter. Do you want to examine specimens? Box 357, Printers' Ink.

### POSITIONS WANTED

**YOUNG MAN**, 25, desires connection where three years' national advertising experience will be helpful. Intelligent and versed in mechanics of advertising. College graduate. Box 359, P. I.

**Advertising-Sales Promotion**—13 years of advertising and selling qualify me to create a new and profitable sales promotion department or revitalize an old one. Now employed. Box 362, Printers' Ink.

**COPY WRITER**—Ten years copy chief leading New York agencies; advertising manager for manufacturers; newspaper promotion manager, and free-lance writer. Box 383, Printers' Ink.

#### DESIGNER

Woman experienced in lettering and layout. Seeks connection with New York agency or direct mail service. Box 353, Printers' Ink.

**YOUNG MAN**—20 seeks opportunity with agency, publisher, or advertiser. 3 years' experience. College training. Knowledge layouts, copy, typography. Salary secondary. Box 354, P. I.

**Capable and Experienced**  
I can help YOU.—Mr. Advertising Manager, Mr. Sales Manager. Age 30. Box 379, Printers' Ink.

### ARTIST

Versatile, capable of assuming responsible position. Age 28. Ten years' advertising experience. Box 377, Printers' Ink.

Mature woman—college training, writer, research worker and secretary—desires position where wide experience, enthusiasm and initiative will be appreciated. Especially interested in books for parents. Highest references. \$35.00. Box 366, P. I.

#### ATTENTION!

**MR. ADVERTISING MANAGER**  
Need an assistant? Have a capacity for hard work; agency experience; know production; employed; opportunity primary. Box 351, Printers' Ink.

### ADVERTISING MAN

College graduate, 38, with newspaper, chamber of commerce and agency experience; desires to enter agency or manufacturer's department in New York or Philadelphia. Media or market research preferred. Will be in New York April 16 to 28. Box 368, Printers' Ink.

**ADVERTISING—SALES PROMOTION**  
Fifteen years' varied experience; produces complete campaigns from copy to placing; wants bigger opportunities. Well recommended. Box 386, P. I.

**SITUATION WANTED**  
by experienced book and trade paper editor with practical knowledge of printing, advertising and office routine. Box 376, Printers' Ink.

**Sales Manager, Grocery Products**—8 years retail grocery business; 14 years' national experience as Sales Executive—open for engagement with live concern to increase distribution and sales. Box 361, Printers' Ink.

**ACCOUNTANT-EXECUTIVE**—Young college woman with thorough advertising experience in accounting, production, correspondence; can manage small agency, or take complete charge department large concern. \$3,000 at start. Box 382, P. I.

**Advertising Manager, Catalogue Compiler**. Twenty years' experience with large manufacturer. Thoroughly familiar with all phases of the work, including correspondence, purchasing of paper, supervision of multigraph and addressograph equipment. Box 349, P. I.

**ADVERTISING MANAGER**  
Accustomed to handling national advertising in a big way with outstanding success in retail sales promotion. Work is well known among national advertisers. Vicinity, New York or Philadelphia preferred. Box 364, Printers' Ink.

## DIRECT MAIL

Market and sales analysis, plans, jobber and dealer tie-up, contact, result-producing copy; interesting story awaits organization requiring highest type man; present salary \$9,000. Box 385, P. I.

### SALES—ADVERTISING

Executive with exceptional record covering jobber, retailer, direct consumer sales and advertising requirements. A personal producer, capable organizer of salesmen, sales policies. Box 355, P. I.

### AMBITION YOUNG CREATIVE ARTIST

desires connection with growing firm. Capable of doing finished work as well as rough layouts. Excellent background experience. Have ability to visualize clients' problems, and to create and execute ideas that will sell! Box 388, P. I.

## OPPORTUNITY

Is Offered a Business Organization which seeks the services of a young man of executive ability. He has had years of contact with nationally known business men. He senses group and individual action prior to its occurrence. He is of good name, good reputation. He has made profitable a business where returns did not exist. He is sought for advice. He has the confidence of hundreds of men.

He is an editor. He places his worth at \$10,000. He offers his services as something of real value. Box 350, Printers' Ink.

**STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, OF PRINTERS' INK, published weekly at New York, N. Y., for April 1, 1928.**

**STATE OF NEW YORK,**

**COUNTY OF NEW YORK, 25:**

Before me, a Notary Public in and for the State and county aforesaid, personally appeared John Irving Romer, who, having been duly sworn according to law, deposes and says that he is the editor of **PRINTERS' INK**, and that the following is to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, to wit:

1. That the names and addresses of the publisher, editor, managing editor and business manager are: Publisher, Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; Editor, John Irving Romer, 185 Madison Ave., New York, N. Y.; Managing Editor, R. W. Palmer, 185 Madison Ave., New York, N. Y.; Business Manager, David Marcus, 185 Madison Ave., New York, N. Y.

2. That the owners are: Printers' Ink Publishing Co., Inc., 185 Madison Ave., New York, N. Y.; John Irving Romer, 185 Madison Ave., New York, N. Y.; K. N. Romer, 185 Madison Ave., New York, N. Y.; Richard W. Lawrence, 185 Madison Ave., New York, N. Y.; R. E. Lawrence, 185 Madison Ave., New York, N. Y.

3. That the known bondholders, mortgagees and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: There are none.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting. Is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest, direct or indirect, in the said stock, bonds or other securities than as so stated by him.

JOHN IRVING ROMER, Editor.

Sworn to and subscribed before me this 28th day of March, 1928.

EUGENIA PERES HISCANO

Notary Public, City of New York.

(My commission expires March 30, 1929)

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# The advertising of **Oh Henry!**

*Candy Made the Home-Made Way*

—apparently frivolous, light, humorous—and unique. This campaign is doing an able and convincing job in proving that quality candy (of the sterling, home-made sort) can be found in a five or ten cent packet, as readily as in a dollar box:

OUR  
RECIPE  
FOR THIS  
CAMPAIGN

**I**One well defined copy theme—not new—"home-made."  
One illustration featuring the gable end of house—to visualize "home-made."  
Copy quite familiar and home-folksy—no superlatives.  
Recipe for making OH HENRY!—to take the folks into our confidence.

*The* JOHN H. DUNHAM *Company*  
**ADVERTISING**  
TRIBUNE TOWER • CHICAGO



*"We have concentrated on page advertisements in The Sunday Tribune for eight years. The cumulative effect has been tremendous."*

*A. Harris*

*President*

**Harris Brothers Co., Chicago**  
Building Material Manufacturers

IN 1927 The Tribune carried 403,169 lines of "Building Material and Builders" advertising. This lineage is more than was carried by all other Chicago newspapers put together!

**Chicago Tribune**

THE WORLD'S GREATEST NEWSPAPER

**March circulation 811,425 daily; 1,167,951 Sunday**